

AMIRUL AZIM

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Career Objective:

To attain a position in a reputed Company, whereby the opportunity to develop the skills in Manage Sales activity, customer handling, IT evaluation and the orientation with a corporate culture can be obtained.

Career Summary:

- Zonal Manager at Banglalink Digital Communication Limited. (Current Job)
- Territory Business Manager at Pacific Telecom Limited (Citycell)
- SME Channel Manager at Pacific Telecom Limited (Citycell)
- Programmer at Epsilon Technologies Limited
- Successfully Completed 6th month diploma course at N I I T,
- Language: C/C++, Java, Pascal, ASP, HTML, Java Script.
- Database: SQL Server, MS-Access.
- Operating System: Windows 98, Windows XP, Windows NT.
- Software: Visual Basic, Office XP.

Special Qualification:

Computer Lab Assistant (SECS), IUB, Dhaka (August, 2004 till present)

- Provide day-to day tech support.
- Set up LAN network among 150 computers and installed the necessary software's among them.
- Provided volunteer support National Olympiad of Computer

Employment History:

Total Year of Experience : 15.10 Year(s)

1. Zonal Business Manager (April 13, 2013 - Continuing)

Banglalink Digital Communication Limited

Company Location: Tigers Den (1st Floor), House 4(SWH), Bir Uttam Mir Sawkat Sharak, Gulshan-1, Dhaka-1212

Department: Sales

Duties/Responsibilities:

- o Prepare and implement territory distribution plan.
 - o Evaluate distributors field force performance as well as Return on Investment (ROI) and provide necessary support to improve distributors overall performance.
 - o Check the Retail Sales Officers (RSO) sales activities as well as visibility of Point of Sales Materials (POSM).
 - o Ensure trade awareness about products, service and business opportunities. Gather market information and competitors activities.
 - o Create new retailer and ensure their involvement to increase new acquisition under low utilization sites (LUS)
 - o Monitor the activities of Trade marketing field force and provide required guidance for further improvement.
 - o Analyze the new acquisitions, I-top up, scratch card and M-wallet sales trend. Ensure average daily recharge (ADR) of I-top at distributors as well as retailers end.
 - o Check randomly of service related documents as per BTRC and company guidelines.
 - o Ensure timely collection of all documents form retailers. Submit required documents to assigned point of contacts within deadline.
- Coordinate with regional team on exploring Site potentiality to meet outlet expansion
- Coordinate on the New Site & LUS based campaigns, TEP and ensure sales force involvement
- Responsible to meet Regional LUS revenue Target & Ensuring New Sites Profitability as per prescribed KPI
- Identify the potential markets for Data & Device business and do needful coordination
- Conduct sales force training and ensure standard execution of Data & Device promotions and campaigns
- Ensure Data & Device outlet expansion attaining the standard guideline and meeting sales target
- Escalate the challenges in terms of Data & Device business expansion and recommend on best fit local solution
- Responsible to meet regional target for Device, Data, Data Upselling, Device and retailer participation
- To reach allocated monthly and yearly target by approaching to the right segment and by ensuring quality sale
- To build, maintain & flourish relationship and, have close follow up with the SME segment by establishing a positive image in the market
- To run sales operation by close monitoring of BDO activities through proper guidance and leadership
- To maintain all steps of sales process and ensure proper documentation and follow up
- Explore SME, PCO product potentials and generate sales by capitalizing the opportunity
- Analyze channel performance and determine territory strategy
- Guide, recommend & advise channel partners regarding their queries

2. Territory Business Manager (January 26, 2011 - April 4, 2013)

Pacific Bangladesh Telecom Limited (City Cell)

Company Location : Pacific Center,14 Mohakhali,Dhaka Bangladesh

Department: Sales & Distribution

Duties/Responsibilities:

- Ensure product availability to maximum POS within the distribution area
- Achieve monthly primary, secondary & tertiary sales of given territory through different channels
- Explore SME, PCO product potentials and generate sales by capitalizing the opportunity
- Monitor & support CCP based sales & customer service activities within the distribution area
- Lead, monitor & train Distributor/3rd Party sales force
- Guide & monitor channel partners on handling company provided software
- Ensure compliance all across the channels with proper documentation
- Identify distribution gap of assigned distribution area, build sustainable trade relationship with channel partners and establish control over trade
- Execute trade activities to promote company products & features
- Ensure visibility of POS materials within distribution area and conduct different events
- Visit markets at least 4 days in every week & identify gaps & potential with immediate measure to cater gaps
- Analyze channel performance and determine territory strategy
- Collect market information & analyze competition's strength to help set territory strategy ensuring proper input to the sales plans
- Ability to analyze channel profitability
- Conduct channel incentive scheme & ensure commission payment to all through the channel hierarchy
- Identify potential distributors/channel partners to be appointed in vacant places within the assigned territory
- Guide, recommend & advise channel partners regarding their queries.

3. Apprentice (January 7, 2010 - December 31, 2010)

Pacific Bangladesh Telecom Limited (City Cell)

Company Location : Pacific Center,14 Mohakhali,Dhaka Bangladesh

Department: Consumer Business

Duties/Responsibilities:

Work as Data team Member. Responsible to give customer service over the phone and also give solution to various modem problems like installation, error handling and connecting problem.

4. **UML Design and Web Developer. (November 7, 2007 - January 5, 2010)**

Epsilon Technologies Limited

Company Location : 345,Belvue Tower,6th Floor,Hatirpool,Dhaka.

Department: Software Development

Duties/Responsibilities:

Responsible for UML Design and Software architecture. Also Responsible for Testing Software and Give Solution to the Client.

5. **Internee (March 14, 2006 - June 15, 2006)**

Grameen Phone

Company Location : Celebaration point, Gulshan

Department: IT Operation

Duties/Responsibilities:

Evaluate Software Licencing & Provide IT Support to employee & Established Database.Hardware and software installation support to GP Employee.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Pas.Year	Duration
BSC	Computer Science	Independent University, Bangladesh	2006	4 years
HSC	Science	B A F Shaheen College	2001	2 years
SSC	Science	Saint Placids High School	1998	10 years

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Transformer: Changing Tomorrow	Distribution Management, Digital Follow up and ROI Calculation	Banglalink	Bangladesh	Brack CDMA- Gazipur	2023	2 days
Managerial Leadership Training	Future Manager development Skill and training	Banglalink	Bangladesh	Dhaka	2022	12 days
Leadership Training for Sales	Future leader training and developed leadership skill for Sales force	Banglalink	Bangladesh	Dhaka	2017	2 Days
Power Selling Using NLP	Sales technique Using Neuro Lenguistic Programme	Banglalink	Bangladesh	Dhaka	2013	2 Days
Basic SME Sales training	SME Segmentation & Sales Technique	Pacific Bangladesh Telecom Limited	Bangladesh	Dhaka	2011	2 Days
Basic Computing	Computer Litaracy & Basic HTML & ASP Programming	NIIT	Bangladesh	Chattagram	1999	6 months

Career and Application Information:

Looking For : High Mid-Level Job

Available For : Full Time

Preferred District : Anywhere in Bangladesh.

Preferred Country : Anywhere in world.

Language Proficiency:

Language	Reading	Writing	Speaking
Bengali	High	High	High
English	High	High	Medium
French	Low	Medium	Low

Personal Details :

Father's Name : Late Alhaj Anwar Hossain Mamun

Mother's Name : Mrs. Rokeya Mamun

Date of Birth : December 11, 1981

Gender : Male

Marital Status : Married

Nationality : Bangladeshi

Religion : Islam

Permanent Address : One No Badarapati Road, Chattagram-4000.

Current Location :

Hazi Brothers Road, Jamtala, Chasara, Narayanganj

Achievement (s):

- Best Zonal Manager Chattagram Region in 2017.
- Best Zonal Manager Chattagram Region in 2018.
- Best Zonal Manager Chattagram region in Quarter 1 & 2 in 2019.
- Declared as Best Resource as Zonal Manager in Chattagram region in 2019.
- Best initiator in East cluster in Quarter 3 in 2020.
- Best Zonal Manager Chattagram Region in Quarter 1 in 2021.
- Best Zonal Manager Narayanganj Region in Quarter 4 2022.
- Best Zonal Manager Narayanganj Region in Quarter 1 2023.
- Best Zonal Manager Narayanganj Region in Quarter 1 2023.
- Best Zonal Manager Narayanganj Region in Quarter 3 2023.
- Best Zonal Manager Narayanganj Region in Quarter 3 2024.
- Best Zonal Manager Narayanganj Region in Quarter 1 2025.

Reference (s):

Reference: 01

Name : Forhad Hossain

Organization : Banglalink Digital Communication Limited

Designation : Cluster Director

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Reference: 02

Syed Irfan Asiful Islam

Banglalink Digital Communication Limited

Regional Head

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Relation : Professional | Professional