

Md. Khairul Basahr

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Sector # 12, Uttara, Dhaka-1230

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Career Summary:

- Working as MIS Executive & Accounts at Eagle Agency (Accounts Software Oracle and Isale bd) & have 4 years, experience **Excel- Data entry, accounting, data analysis, Company salary sheet, chart creation of report creation** and Strategic Business Planning, Positioning & Development area.
- A result-oriented Sales professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development.
- Passionate about directing a new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in a competitive environment.

Career Objective: I am a hardworking and responsible person who wants to use my skills to work for the development of the organization and improve myself.

Proficiencies:

- Strategic Sales Management
- Branch Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- Distribution Network Design
- Emotional Intelligence
- People Management
- Marketing & product line development

Working Experience:

1. **Organization Name:** Eagle Agency (**Website:** eagleamericanbd.com)

Designation 01: MIS Executive & Graphic Design

Designation 02: MIS Executive

Duration: From December'2023 to till now

Duration: From Murch'2022 to Dec'2023



Job Responsibility:

- Developing segment strategies & plan the marketing initiatives to achieve customer acquisition target.
- Preparing and completing action plans; implementing production, productivity & service standards; resolving problems; determining regional sales system improvements; implementing change.
- In depth analysis and profiling of different customer segments and their behavior patterns.
- Inter departmental coordination and complete list prior to the launching of any new campaign.
- Liaisons with all internal and external stakeholders of relevant campaigns.
- Collecting required data and information and provide feedback to the management about current trends and other scenario of this type of business.
- Maintaining & developing relationships with existing customers via meetings, email & telephone calls.
- Visiting potential customers to prospect for new business, acting as a contact between a company and its existing and potential markets.
- Negotiating the terms of agreement & opening sales, gathering market and customer information.
- Promoting ceramics product to dealers and re-sellers in the relevant area.
- Representing the organization at trade exhibitions, events and demonstrations.
- Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
- Implements trade promotions by publishing, tracking, and evaluating trade spending.

2. **Organization Name:** PRAN-RFL Group (**Website:** rflbd.com/)



Designation: Sales Representative

Duration: From February'2020 to Mar'2021

- Accomplishing the sales, marketing & business development of the assigned product at the assigned area as per guideline by management. (Area Hathazari, or Rangamati, Chattogram.)

3. **Organization Name:** . RAK Ceramics Limited (**Website:** rakceramics.com)



Designation: Assistant operator, Glaze Line & Digital Printing

Duration: From April'2021 to February'2022

Worked as an intern, gathered knowledge & submitted reports. (Area Dhanua, Sreepur, Gazipur)

Academic Qualification:

- M.A (Kamil)**-Subject: **Fiqh** From
Sreebordi Islamia Kamil Madrasah (Islamic Arabic University) **Session-24 Result Not Published Yet***
- B.A (Fazil Pass) BTIS**
Kakilakura Fazil Madrasah (Islamic Arabic University) with **CGPA 2.92 out of 4** in 2022.
- B.A (Bachelor of Arts)**
Sherpur Govt.Collage (National University) with **CGPA 2.60 out of 4** in 2022.



Training/Course:

- Tile's marketing basic and principals. Eagle Agency Tiles, Fatima Tiles & Ronok Group
- Science of salesmanship and relationship selling by SAPIEN-Strategy consulting and research
- Creative selling techniques. Eagle Agency Tiles And Others
- The science of sales. Eagle Agency & Ronok Group
- Marketing during a crisis. Eagle Agency
- Communication and Negotiation skill. Eagle Agency , Ronok Group & Fatima Tiles

Computer Skill: Sound in Microsoft word, excel & PowerPoint presentation

- Graphics Designpp
- Adobe Photoshop
- Adobe Illustrator

Language: Fluent in Bangla and English.

Personal Information:

➤	Father's Name	: Abdur Razzak	➤	Date of Birth	: 22-12-2000
➤	Mother's Name	: Khaleda	➤	Nationality	: Bangladeshi
➤	Village	: Gopalkhila	➤	Sex	: Male
➤	Post Office	: Gopalkhila	➤	Marital Status	: Unmarried
➤	Post Code	: 2130	➤	Religion	: Islam
➤	Police Station	: Sreebordi	➤	Blood Group	: O (+)ve
➤	District	: Sherpur			

References:

Signature:

Date: