

AL MIRAZ

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CAREER SUMMARY

Performance-oriented professional with a proven track record in territory sales execution, distribution management, field supervision, compliance, and community-based operations. Demonstrated ability to achieve aggressive targets, optimize routes and coverage, manage distributors and field teams, ensure regulatory compliance, and deliver high-impact outcomes in both corporate (FMCG, distribution) and development (NGO, census, microcredit) environments.

CAREER OBJECTIVES

Results-driven Sales, Distribution, and Field Operations Professional with 3.5+ years of progressive experience across FMCG sales, territory management, census operations, microfinance, and NGO-led community development. Seeking a mid-level role where expertise in target achievement, field supervision, stakeholder coordination, data-driven reporting, and compliance management can deliver measurable business growth and operational excellence.

CORE COMPETENCIES

- Territory & Channel Sales Management
- Distribution & Dealer Network Development
- Field Supervision & Team Leadership
- Target Planning & Sales Forecasting
- Route-to-Market (RTM) Optimization
- Monitoring, Evaluation & Reporting
- Compliance, Audit & Risk Management
- Stakeholder & Community Engagement
- Data Collection, Verification & Analysis
- Training, Coaching & Performance Management

TECHNICAL SKILLS

- MS Excel (Reporting, Tracking, Analysis)
- MS Word & Professional Documentation
- ERP Exposure (SAP / Oracle – Inventory & Buying Modules)
- Digital Data Collection & Census Tools
- Google Workspace & Email Communication
- Facebook Marketing & Google Ads (Basic)
- Field Survey, Re-interview & Spot-Check Techniques

PROFESSIONAL EXPERIENCE

Assistant Territory Sales Manager (ATSM) December 2025 – Present
PRAN-RFL Group | 105 Pragati Swarani, Middle Badda, Dhaka 1212

Key Responsibilities

- Execute territory sales strategies to achieve monthly, quarterly, and annual volume and value targets for beverage portfolios including PRAN Frooto, Maxx Cola, and Drinko.
- Assist Regional Sales Manager in sales forecasting, area-wise planning, and market expansion initiatives.
- Manage distributor relationships, ensure optimal stock availability, and monitor secondary sales performance.
- Supervise Sales Representatives (SRs) through joint field visits, route planning, and on-the-job coaching.
- Implement trade marketing programs, promotional schemes, and visibility standards at retail outlets.
- Monitor Delivery Order (DO) processes to ensure timely product movement from depot to trade.
- Conduct competitor analysis and report pricing, schemes, and new product launches.

Key Achievements

- Supported consistent achievement of assigned territory sales targets through disciplined route execution and market coverage.
- Improved retail visibility and shelf dominance by ensuring eye-level placement and compliance with branding guidelines.
- Strengthened distributor coordination, reducing stock-out incidents and improving order fulfillment accuracy.

Distribution Manager January 2024 – December 2024
Sam Sales & Distribution Ltd. | Gulshan 2, Dhaka, Bangladesh

Key Responsibilities

- Managed end-to-end depot operations including procurement coordination, warehousing, dispatch, and inventory control.
- Oversaw procurement of Flue-Cured Virginia (FCV) tobacco, ensuring quality grading and compliance with buying standards.
- Supervised farmer networks, input distribution, and contract compliance across assigned regions.
- Implemented cost-control measures across logistics, storage, and transportation activities.

- Ensured compliance with ESG, child labor monitoring, and Sustainable Tobacco Program requirements.
- Maintained ERP-based inventory records and supported audits and management reporting.

Key Achievements

- Procured approximately **500** metric tons of FCV tobacco annually, maintaining strict quality benchmarks.
- Increased top-grade leaf procurement by **15%** through improved farmer training and quality monitoring.
- Achieved 99% recovery rate on input loans provided to contract farmers.
- Reduced warehouse storage loss by **5%** through improved moisture and inventory management.
- Optimized transport routing, lowering leaf movement costs by **10%**.

Field Supervisor

15 June – 21 June 2022

The First Digital Population & Housing Census

Key Responsibilities

- Supervised enumerators during the first digital Population & Housing Census.
- Conducted spot-checks and re-interviews to ensure data accuracy and protocol compliance.
- Resolved technical, administrative, and field-level issues in real time.
- Ensured timely submission of accurate digital census data.

Key Achievements

- Ensured **100%** completeness and accuracy of assigned census blocks through rigorous quality control.
- Recognized for maintaining discipline, data integrity, and adherence to national census guidelines.

Field Officer

May 2018 – March 2020

Jamuna Sarbik Gram Unnayan Somobay Somiti Ltd. | Polashpole, Satkhira

Key Responsibilities

- Formed and managed village-based microcredit groups, including borrower selection and member mobilization.
- Conducted socioeconomic surveys, household verification, and credit risk assessments.
- Processed loan documentation in compliance with NGO and regulatory policies.
- Managed loan disbursement, installment collection, and portfolio monitoring.
- Maintained MIS records, passbooks, and digital entries using NGO management systems.
- Ensured safeguarding, social compliance, and community awareness initiatives.

Key Achievements

- Managed a high-quality loan portfolio with **99–100%** on-time recovery rate.
- Successfully recovered overdue installments through structured negotiation and community engagement.
- Achieved **100%** compliance with Microcredit Regulatory Authority (MRA) guidelines.
- Promoted social impact initiatives including health awareness, sanitation, and legal rights education.

EDUCATION

Master of Business Administration (MBA) – Marketing

Govt. Azam Khan Commerce College, National University | 2019 | CGPA: 3.28/4.00

Bachelor of Business Administration (BBA) – Marketing

Satkhira City College, National University | 2018 | CGPA: 2.92/4.00

Higher Secondary Certificate (HSC) – Business Studies

Satkhira Govt. College | 2013 | GPA: 4.60/5.00

Secondary School Certificate (SSC) – Business Studies

Tuardanga H. F. High School | 2011 | GPA: 4.81/5.00

CERTIFICATIONS

- **International English Language Testing System (IELTS)** – Listening 5, Reading 5, Writing 5, Speaking 6, Overall Band Score 5.5
- **Basic Disaster Response Training** – Bangladesh Red Crescent Society (2021)
- **First Aid & Search and Rescue Training** – Bangladesh Red Crescent Society, Satkhira (2020)

TRAINING

- Basic Disaster Response Training for Unit Disaster Response Team, Khulna
- First Aid and Search & Rescue Training, Satkhira District Red Crescent Unit

EXTRA CURRICULAR ACTIVITIES

- Active Red Crescent Youth (RCY) Member, Bangladesh Red Crescent Society, Satkhira District Unit.
- Volunteered in COVID-19 emergency response operations, supporting community awareness, relief coordination, and field-level humanitarian activities.
- Participated in disaster preparedness and response initiatives, including first aid, search & rescue simulations, and community risk awareness programs.
- Supported community engagement programs focused on health awareness, sanitation, and social responsibility during field assignments.

LANGUAGE

- Bangla** (Native) | **English** (Fluent)

PERSONAL DETAILS

- Father's Name** : Md. Abubakar Siddique
- Mother's Name** : Monira Khatun
- Date of Birth** : 18 September 1994
- Nationality** : Bangladeshi
- Religion** : Islam
- Marital Status** : Single
- Blood Group** : A+
- Permanent Address** : Sarkarpara, Satkhira Sadar, Satkhira-9400
- Present Address** : Islamnagar, Savar City, Dhaka

REFERENCES

Ayesha Aktar

Senior Officer
Islami Bank Bangladesh Limited
Address: Satkhira Sadar, Satkhira-9400
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Relation: Relative

Md. Nazmul Hossain

Senior Officer
Sonali Bank Ltd.
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Relation: Relative

DECLARATION

I hereby declare that the information provided is true and accurate to the best of my knowledge. I take full responsibility for its authenticity.

Signature: _____

AL MIRAZ