



Mohammad Irfanul Huq

A Graduate in Marketing, specializing in Sales, with genuine talent for being able to analyze, interpret & manipulate statistical data for sales, marketing and communications strategies. Also demonstrating an ability to quickly adopt to different organizational environments where honesty, creativity, punctuality, diligence and performance are the keys to success.

Contact

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Email

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Address

Middle Madarsha, Samitir Hat-
4336, Hathazari, Chattogram.

Education

2019-2021

Master of Business Administration
Major in Marketing

University of Chittagong

CGPA : 3.64

2014-2019

Bachelor of Business Administration
Major in Marketing

University of Chittagong

CGPA : 3.43

2013

Higher Secondary School Certificate
Science

Hazera Taju University College

CGPA : 4.88

2011

Secondary School Certificate
Science

Akbaria School & College

CGPA : 5.00

Technical Skills

- Word Processing & Editing (MS Word, MS Powerpoint)
- Data Processing Programs (MS Access, MS Excel)
- Internet Networking

Experience

○ May'22 - Present

Abul Khair Group

Management Trainee Officer - Trade Marketing

- Travelling throughout the assigned territory to train & guide Company Brand Promoters.
- Maintaining solid working relationship with customers by ensuring that their needs are met and resolving complaints in a timely manner.
- Continually meeting or exceeding sales target by persuading customers within an assigned territory to buy company's products.
- Analyzing Sales & Marketing data to determine the most effective sales & marketing techniques.
- Developing innovative sales strategies to meet the target.
- Conducting surveys to better understand customer needs.
- Attending trade shows to promote company's products.
- Ensuring brand awareness within assigned territory meets management expectations.
- Monitoring competitor's activity to have edge in the market.

○ Feb'21 - Apr'22

Maf Shoes Limited

Management Trainee - Procurement

- Contact with respective suppliers with PO according to booking upper materials (such as Synthetic, Mesh, Woven Elastic etc.)
- Specially responsible for handling all complains regarding overseas upper materials & Accessories.
- Following up & checking any discrepancies among PO, PI, ETD.
- Ensuring ETA of import materials.
- Ensuring material swatch to all import suppliers timely.

Achievements & Certifications

- Fundamentals of Digital Marketing - Certified by Google Digital Garage, IAB Europe & the Open University.
- Google Analytics - Certified by 10 minutes School & Access to information Program, ICT Division.
- Content Marketing - Certified by Udemy E-Learning.
- Fundamentals of Service Marketing - Certified by Allison E-Learning.

Research Works

Research project on "Loan Analysis of South Bangla Agriculture & Commerce Bank", supervised by Mrs. Tania Karim (Assistant Professor, Department of Marketing, University of Chittagong)

Expertise

- Customer Service & Relationship Building
- Planning & Organizing
- Leadership
- Team Management
- Data Analysis
- Negotiation

Language

English

Bengali

Extra-Curricular Activities

- Honorary Member at Rich Club Chittagong.
- Team Leader at Hazrat Akbar Shah (Ra) Isolation Centre.
- Ex-Member at Marketing Society for Leadership Proliferation (MSLP)
- Member of Different Blood Donor Club.
- Captained several Cricket Teams.

Personal Info

Father : Mohammad Musa

Mother : Easmin Akter

DOB : 27 June 1995

Gender : Male

Nationality : Bangladeshi

Marital Status : Unmarried

References

1. M. A. Sabur

General Manager

Fulkoli Food Products Limited

Contact : 01817201084

Mail : ma.sabur084@gamil.com

2. Mohammad Riazul Islam

Regional Co-ordinator - Trade Marketing

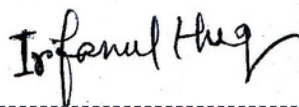
Abul Khair Milk Products Limited.

Contact : 01847311349

Mail : riazul.sagar@gmail.com

Declaration

I do, hereby, declare that information provided in the resume are true to the best of my knowledge & belief.



Mohammad Irfanul Huq