



MD SIAM UZZAMAN KHAN

Consumer Behavior | Field/Trade Marketing Specialist |
Program Planning & Activation In-Charge | Strategic Planner

PERSONAL SUMMARY

Self-driven and goal-oriented BBA graduate with great analytical competencies and experience in working in private sector. Looking forward to capitalizing opportunities in both domestic and global business sectors by providing exceptional services and values.

CONTACT

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EDUCATION

American International University-Bangladesh 2019
Bachelor of Business Administration (BBA)
CGPA- **3.86** out of 4
Major in **Accounting & Finance**

Barisal Model School & College 2014
Higher Secondary School Certificate (HSC)
GPA- **4.50** Out of 5
Science Group, Barisal Board

Cambrian School & College 2012
Secondary School Certificate (SSC)
GPA- **4.75** Out of 5
Science Group, Dhaka Board

WORK EXPERIENCE

1- Japan Tobacco International

Field Marketing Executive

(Responsible for **Narail** territory)

Department: Field Marketing

Duration:

Nov'2019 – Present

Roles:

1. Understanding the consumers, their needs and opportunities.
2. Creating route maps to identify the consumer hubs and business opportunities.
3. Lead Field Marketing Supervisor, Brand Ambassadors & Company Merchandisers.
4. Optimize trade development plan.
5. Execute points of selling materials.
6. Devise marketing campaign with the goal of increasing product awareness.
7. Plan, organize and execute marketing programs to increase the volume.
8. Creating programs that drive brand loyalty.
9. Track market and company sales performance.
10. Assistance in recruiting & training Field Marketing Force.

2- IDLC Finance LTD

Internship (Corporate Affairs & Tax Department)

Duration: 3 Months

2018

Roles:

- 1) Assistance in preparing monthly VAT return (Mushok 19)
- 2) Assistance in preparing monthly withholding tax report
- 3) Assistance in preparing monthly tax and VAT challan reconciliation
- 4) Assistance in checking bills for vendor payment
- 5) Assistance in preparing schedule of Tax and VAT challan
- 6) Assistance in preparing summary of GL for the purpose of income tax assessment of the company.

3- [Genesisbazar.com](https://www.genesisbazar.com)

Assistant Manager-Logistics (Part-Time)

Duration: 3 months

2017

Roles: Market Research, Customer Service, Business Analyst

ACHIEVEMENTS

- ❖ Successfully launched a product (**MORE**) in Narail Territory.
- ❖ Successfully done two **Marketing Campaigns** to aware the people about the products of JTI.
- ❖ Received award for **“Best Costing Product”** in Managerial Accounting course from AIUB.
- ❖ Received **“Deans Award”** for four times from AIUB.
- ❖ Received award for **“Debate Competition”** in Global Trade course from AIUB.

ADDITIONAL

Extra-Curricular Activities:

- Volunteer in Barisal Photography Club & Society,
- Volunteer in Barisal Blood Donors Club.
- Volunteer in Searching for Smile (a non-profitable organization works for the poor and helpless people)

Participations:

- Participated a training session at ‘Islami Bank Training and Research Academy’ on ‘Financial Education for the Youth with a View to Implementing SDG’s’
- Carried out research on “Micro Credit” (By using secondary data)
- Participated seminar on “Technical Analysis” in Investment & Portfolio Management course.
- Attended seminar on “Career Opportunity in Banking & NBF Sector” in Intermediate Accounting course.

SKILLS

- Strategic Planner.
- Trade Marketing Specialist.
- Program Planner.
- Team Leadership.
- Public Speaking.
- Skilled in various MS Office applications.

PERSONAL DETAILS

Father’s Name	: A B M Akhtaruzzaman Khan
Mother’s Name	: Sharmin Akhtar Rekha
Date of Birth	: Aug 03, 1996
Sex	: Male
Nationality	: Bangladeshi
Marital Status	: Single

REFERENCES

Dr. S M Hasan Mahmud

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