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Career Summary:

- Working as Executive, Brand & Business Development at Paper World Ltd. & have 06+ years experience in Marketing, branding, Product Penetration Strategy, Demand Forecasting, Business Analysis, Sales, Vendor Management, & Business Planning, Positioning & Development area.
- A Growth Centric business leader, with a variable record of successful business development through rich capability in Branding & marketing & experienced in managing complex business by developing relationships, convincing & executing strategic business development plan to achieve the final target.
- A result-oriented Brand & marketing professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development
- Established record of accomplishment of managing diversified teams & products by building rapport with stakeholders with the interpersonal skill, which increase revenues, market share & profitability.

Career Objective: To work as a Brand & Business Development Professional & assure scalable business growth.

Key Proficiencies:

- Strategic Sales Management
- Brand Positioning
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- B2B Communication & sales
- Emotional Intelligence
- People Management
- Marketing & product line development

Job Experience:

1. **Organization Name:** Paper World Ltd. (**Website:** paperworldbd.com/)



Designation: Executive, Brand & Business Development.

Duration: From Nov '20 to till now

- Develop strategies and manage marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands.
- Develop a growth strategy focused both on financial gain and customer satisfaction
- Analyze competitors of the brand, pricing, and positioning of the Brand
- Arrange brand activation programs, monitor competitor's products, sales and marketing activities;
- Work closely with design agencies and assist with new product or idea promotion - Generate ideas and performing activities for creating brand awareness - Keep records of sales, revenue, invoices, etc.
- Provide trustworthy feedback and after-sales support & resolve clients' problem
- Suggesting upgrades or added products and services that may be of interest to clients.
- Crafting business proposals and contracts to draw in more revenue from clients.
- Negotiating with clients to secure the most attractive prices in the favor of the company.
- Plan and execute all communications and media actions on all channels, online and social media.
- Reviewing clients' feedback and implementing necessary changes.
- Remaining in tune with trends in consumption to ensure that our offerings remain relevant. - Build long-term relationships with new and existing customers

Achievement:

- Leading the marketing, branding & sales of special Packaging material to the B2B RMG clients.
- Promoting & Selling 750 different types of papers by supervising a team of 7 people.
- Restructured the company & provided total Branding solution that generated repeat business.
- Acquired 154 clients by making proposal, follow up, negotiating the price & closing the deal.
- Leading the business of giving Printing solution for corporate house & Design & Creative solution.



NITOL-NILOY

2. **Organization Name:** Nitol Motors Ltd,(Nitol-Niloy Group) (**Website:** nitolmotors.com/)

Designation: Senior Officer, Brand & Marketing (SCV)

Duration: From Jul'16 to Jun'19

Designation: Officer, Brand & Marketing

Duration: From Jan'16 to Jun'16

- Manage, ensure & execute zonal performances & benefits for SCV department as per plan & strategy.
- Conduct zonal meeting to evaluate, develop and perform to achieve any specific goal or objective.
- Monitoring pipeline of sales, possession and retention target from existing and new possibilities by operating, building and maintaining sales team & corporate relationships.
- Analyze local budget and expenses to find out the opportunities for cost-effectiveness.
- Assist in all required inter & entire departmental cooperation and communication for smooth and on time operation to ensure new and existing opportunities.
- Develop and initiate proposals for dealer's needs, competitive concerns & objectives and set up meetings between dealers, decision makers and principals (Sources).
- Taking necessary initiatives & supervise different action for brand awareness and promotional activity, Ex; Auto Fair, Demo and others.
- Develop a strong working relationship and communication with TATA Motors Limited & NITOL Motors Limited to ensure the application of Product & Brand Marketing.
- Managing critical cases (Corporate/Dealer related) to kept and maintain proper standard & values

Major Achievement:

- Penetrating Small Commercial Vehicles at Dhaka & Narayanganj zone with a team of 10 people.
- Selling around 100+ Unit of SMV per month & achieved monthly sales target



3. **Organization Name:** Metro Knitting & Dyeing Mills Ltd. (**Website:** metrokd.com/)

Designation: Assistant Merchandiser

Duration: From Jan '14 to Dec'15

- Providing total merchandising solution to different buyers & ensured on time shipment.

Academic Qualification:

- MBA in Marketing from American International University Bangladesh (AIUB) in 2014.
- BBA in Marketing from American International University Bangladesh (AIUB) in 2012.



Internship Experience:

1. Worked as an intern at Dutch-Bangla Bank Ltd. (Service & E-Banking Division) from Jun'13 to Aug'13
2. Completed internship from Export-Import Bank of Bangladesh from Feb'11 to Apr'11

Workshop/Training:

- 05 days Industrial Training on "Quality Management Systems (QMS - ISO 9001:2015)", organized by SGS Bangladesh Ltd. on 2019.
- 02 days Industrial Training on "Leadership Vs Management Classifications, Skills & Developments", organized by HRD Training Center on 2017.
- 02 days Industrial Training on "Quality Management System", by HRD Training Center on 2017.
- 02 days Industrial Training on "Brand & Communication Management", & 04 days Industrial Training on "Sales & Marketing Training on Commercial Vehicles", by NITOL Motors Ltd on 2016.
- 06 months Industrial Training on "Knitwear Merchandising Certificate Course", organized by BGMEA Institute of Fashion & Technology on 2011.

Extra Curriculum Activities:

- Former Member of "Uddyog" a club working for social well-being.
- Former member of AIUB Photography Club, AIUB Business Club (ABC).
- Executive Organizer of "The Marketing Day 2010" organized by the Department of Marketing in AIUB.

Computer Skill: Microsoft office

Language: Fluent in Bangla and English

References: Will be given if required