

CURRICULUM VITAE OF

S.A.B. Bakiul Haque

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Career objective: :

A competent sales leader with over 21+ years of experience in Business development, key account management, team management and have experience in working across the furniture industry. Proficient in handling diversified business, with the ability to work and adjust in a multi-cultural environment.

A keen planner and implementer with deftness in effectuating strategies, driving teams to ensure successful management of sales operations in the assigned region.

Experience & Specialization:

Have a sound Experience of 21+ years in Marketing & Sales

Experience : History			Exact Duties
1	Position	DEPUTY GENERAL MANAGER	<ul style="list-style-type: none">➤ Implement the marketing plans and programs specific to any of the 5 P's of marketing (Product/Packaging, Pipeline, Promotion, People and Price) as approved by the head of marketing.➤ Monitor the performance and progress of marketing initiatives versus prescribed goals stipulated in the approved marketing plans and within specified budgets.➤ Coordinate with the sales department to check on the progress of any advertising and promotional campaigns aimed at generating corporate sales, creating new markets, or in the launching of new products in existing markets.➤ Support the corporate sales forces with marketing programs that are realistic, implementable, measurable and rewarding for the company and its people.➤ Conduct focus group discussions with invited customers, sales agents and marketing people to explore ways to improve products and services.➤ Provide marketing performance reports to higher management.
	Employer	TANIN GROUP	
	Period	17 th August, 2016 to till date	
2	Position	Manager (Sales &Marketing)	
	Employer	AKHTAR FURNISHERS LTD	
	Period	1 st July, 2010 to 16 th August, 2016	
3	Position	Asst. Manager (Sales &Marketing)	
	Employer	AKHTAR FURNISHERS LTD	
	Period	From 1 st July 2009 to 30 th June, 2010.	
4	Position	Executive (Sales & Marketing)	
	Employer	Fouad Furniture (F.K. Engineering Works)	
	Period	From 1 st January 2006 to 30 th June, 2009	
5	Position	Executive (Sales & Marketing)	
	Employer	AM Office System Furniture	
	Period	From 1 st January 2000 to 30 th December, 2006	

Work Experience:

- **21+ years' experience delivering profitable marketing solutions in the marketing sector.**
- Proven ability to create compelling marketing campaigns and penetrate new markets.
- Developed and implemented high impact integrated marketing plans that increased corporate sales by Company.

Work Experience:

- Developed market specific merchandising and promotional strategies to expand market share by Company.
- Verifiable success in launching products for national markets.
- development and delivery of the overall go-to-market plan for company products including positioning, launches, collateral and events
- Successful introduction of innovative branding strategies.
- proven ability to manage multiple corresponding projects and cross-functional teams to deadline
- record of initiating and building positive relationships to secure long-term contracts
- practiced in reducing marketing costs and managing budgets successfully
- comprehensive digital marketing capability current with social media, and online trends

Key Skills, Competencies and Strengths:

- ✓ Creative: out of the box thinking approach.
- ✓ Adaptability, flexibility.
- ✓ Aware of current market implications.
- ✓ Can identify segments in the market, potential markets and niches very effectively.
- ✓ Motivated and enthusiastic team player and leader.
- ✓ Able to work smoothly under pressure and always reach deadlines.

Educational Qualification:

MBA	Grade (CGPA) 3.54	2012	Darulhsan University
MSc	2 nd	1995 (held 1998)	National University
BSc	2 nd	1993	National University
HSC	3 rd	1991	Dhaka Board
SSC	2 nd	1988	Dhaka Board

Training Received Information:

1. Diploma in Computer	A Grade	2003	Sagur Ideal Technical Institute
2. A Refreshers Training Course on Project Accounting System	Successful	30 th April 2002	Organized by Ministry of Agriculture, Financial Management Unit (FMU)
3. Placement Counseling and Marketing Unit	Successful	20-22 August, 13	Swisscontact
4. Leadership and Management Development in TVET	Successful	August to December, 15	Islamic University of Technology, Dhaka
5. Technical Knowledge, Bldg. Construction & Mat.; and Interior Design; Sustainable Design	E Learning	08 th March, 2010	One Haworth Center Holland, MI 49423
6. Connection Design Theory	E Learning	January, 2011	Wood University, Org USA
7. HVAC Ductwork	E Learning	January, 2011	CertainTeed Saint-Gobain, USA
8. Design, Specify, Build	E Learning	January, 2011	The Southern Pine Council is an AIA, PO.Box 641700 Kenner, LA. 70064-1700 504-443-4464
9. Understanding Engineered Wood Products	E Learning	January, 2011	Wood University. Org USA
10. Interior Design	E learning	2010	American Institute of Architects, USA

Other Skills &Qualities:

Skills/Qualities	Detail skills Qualities
Computer Skill (Operational)	<ul style="list-style-type: none"> • Excellent operating skills in Microsoft Word, Excel • Power Point and Internet • Good in Primary knowledge in Auto CAD, Adobe Photoshop & Illustrator. • Operate E-mail & internet
Language Proficiency	<ul style="list-style-type: none"> • Bengali (Mother Tongue) - Good in reading, writing, speaking and listening • English (Working Language) – Good in reading, writing and moderate in speaking

Personal Information

- 1 Name : S. A. B. Bakiul Haque
- 2 Father's name : S. A. B. Serajul Haque
- 3 Mother's name : Momana Begum
- 4 Permanent address : Vill.-Bonkur, P.O.- ShydhulyChowrasta Bazar-2111, P. S.: Nalitabari, Dist.: Sherpur, Bangladesh.
- 5 Present address : 2561 Vatara, Gulshan-2, Dhaka-1212, Bangladesh
Mobile: +8801819 46 17 39, Email:bakiul92@gmail.com
- 6 Date of birth : 17th August, 1973
- 7 Height : 5'-6"
- 8 Religion : Islam
- 9 Hobby : Reading & Travel (Visit- India, Singapore, Malaysia, Thailand, China)
- 10 Nationality : Bangladeshi by birth
- 11 Blood Group : B(+ve)
- 12 Marital status : Married

References

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Finishing Up

I do believe and possess the aptitude and certitude for being a part of your organization. It's my inmost envisage to perform well than ever, patience and painstaking commitment for the work if I am selected.

Certification

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

S. A. B. Bakiul Haque

[Signature]