



Resume of Md Farhad Ahmed

Section-10,Block-C,Lane-02,House-12,Mirpur Dhaka-1216

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Career Summary

- Experienced as a Sales & Marketing manager with over 4 years.
- Expertise in e-commerce pricing strategy development, operations, products development and advertising coordination
- Guided marketing staff on a Face book, Instagram , GDN content and their execution.
- Over 3 years experienced in sales of IT services and communication.
- 5+ years experienced in Customer Experience

Working Experience:

Organization : SAFARA DIGITAL & FOODS, a concern of EDISON foundation
Designation : Asst.Manager, Sales & Operations
Duration : 01-04-2017–till
Department : **Sales & Marketing**

Responsibility:-

- Developed promotional campaign by building products together, establish new brand in market from 0% revenue to monthly 200K + revenue from online market.
- Establish e-commerce and f-commerce platform 10+ and consulting their marketing plan for both online and off line.
- Working with different sectors like, hospitals, cosmetic, automobiles, university, e-commerce, pharmaceuticals, leathers, political figures etc.
- Guided marketing staff on a Face book, instgram ,GDN content sharing schedule that resulted in a 50% increase in follower count
- Evaluate and manage project change impacts. Perform other duties as assigned or apparent.
- Developing a solid and trusting relationship between major key clientsand company.
- Working with design, sales team, creative, advertising, logistics, managers, marketing, and team members from other departments dedicated to the same client account to ensure the highest quality of materials are being producedand all client needs met
- Collaborating with the sales team to maximize profit by up- selling or cross- selling
- Planning and presenting reports on account progress, goals, and quarterly initiatives to share with team members, stakeholders, and possible use infuture case studies or company training
- Monitoring on line activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting.

- Daily sales report generate and make analytical report to design further sales plan.
- Develop and implement ecommerce strategy in order to improve website performance. Work with the marketing team to improve quality and traffic acquisition

Working Experience:

Organization : SAFARA IT LTD, a concern of EDISON foundation
 Designation : Asst.Manager, Business Development & Operations
 Duration : 01-06-2017–30-03-2019
 Department : **Sales & Marketing**

Responsibility:-

- Business Development & operation • Software & Digital Marketing •
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
- Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.
- Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Working Experience:

Organization : Tech Solutions Bangladesh
 Designation : Manager • Business development
 Duration : 30-12-2016–30-04-2017
 Department : Marketing

Responsibility:-

- Identify new business opportunities - including new markets, growth areas, trends, customers, products and services
- Seek out the appropriate contact in an organization
- Generate leads and cold call prospective customers
- Meet with customers/clients face to face or over the phone
- Understand the needs of your customers and be able to respond effectively with a plan of how to meet these

- Think strategically - seeing the bigger picture and setting aims and objectives in order to develop and improve the business
- Work strategically - carrying out necessary planning in order to implement operational changes

Working Experience:

Organization : Banglalink Digital Communication
 Designation : Executive, CCD
 Duration : 01-02-2011–30-12-2016
 Department : Customer Care Division

Responsibility:-

- Working in Inbound, Outbound (Investigation & resolution Unit) and in Complaint management unit.
- Handling complaints against customer care, Care center, Banglalink Point, Banglalink Service Point agents and investigate the issues to take further steps if necessary as per company policy.
- Coordinating communication with other parties and customers.
- Identify, investigate, and taking necessary action as per company policy regarding various unusual activities.
- Owner for overall reporting for complaints and team scheduling.
- Maintaining regular correspondence with LEAs (Law Enforcement Agencies) and solve any dispute with concern authority.

Educational Qualification:

Degree	Institute	Subject	Years of Passing	Result
M.A	Northern University Bangladesh	English(Literature)	2009	CGPA-3.07 out of
B.A.(Honors)	Northern University Bangladesh	English(Literature)	2008	CGPA-3.55 out of 4
H.S.C	Adamjee Cantonment College	Science	2002	First Division
S.S.C	Hermann Gmeiner College	Science	2000	First Division

Language Proficiency

- ✓ English: Proficiency in writing, reading, speaking & listening.
- ✓ Bengali: Proficiency in writing, reading, speaking & listening.

Personal Information

Father's Name : Abdul Mottalib
Mother's Name : Helena Begum
Date of Birth : 08 December, 1985
Permanent Address : Section-10,Block-C,Lane-02,House-12,Mirpur
Dhaka-1216
Marital Status : Married
Religion : Islam
Nationality : Bangladeshi (By Birth)
Gender : Male