

MUHAMMAD SAM SUL AREFIN

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Expert **Business Strategist** with passion for creating product-market interactions and drive sales performance. Motivated and result oriented business professional with understanding of enterprise development, sales, and market growth. Skilled business designer with solid experience in Export, Retail, Manufacturing, Import, FMCG and Health care services. A lifelong learner and graduated from Carleton University's Technology and Innovation Management (TIM) program, and an active volunteer with CUSA, Innovation Hub program, and the CUSA Leadership Academy.

SUMMARY OF QUALIFICATIONS

- ✓ Result driven and powered to reach sales targets
- ✓ B2B and B2C lead management
- ✓ Able to conduct inventory analysis, optimal stock levels and order management
- ✓ Excellent customer service insight, with a friendly attitude for business creation
- ✓ Hand on experience at Brand development, Direct marketing, and Customer retention
- ✓ Manage and design Event and holiday promotions to drive traffic to the store
- ✓ Well versed in reviewing and evaluating sales records and financial statements.
- ✓ Adhering to health and safety protocols and policies
- ✓ Proven history of training employees and guiding them towards success
- ✓ Fluent in English & Bengali

EDUCATION

Masters of Entrepreneurship, Technology & Innovation Management Carleton University, Ottawa, Ontario	2021-2022
Master of Marketing University of Dhaka, Bangladesh	1998-2000
Bachelor of Commerce, Marketing University of Dhaka, Bangladesh	1995-1998

CORE COMPETENCIES

LEADERSHIP / EXECUTION

- Responsible for business planning, execution, and development of key business units of the company
- Lead the marketing and sales team from product sourcing to retail display
- Develop Modern Trade and retail store points and implementation sales strategies,
- Design sales plan, visit and market follow-up and co-ordinate with sales team
- Directs and co-ordinates strategic and tactical issues with the other functions of the company

POLICIES / PLANNING

- Prepare Annual Marketing Plan and Budget for financial year
- Integrate with the strategic corporate plans for reaching targeted market share and clients' outcome
- Timely implementation of marketing activities, Monthly and Quarterly Review of the above
- Effective monitoring and reporting of marketing activities and follow up on budget
- Plan and develop promotional programs, PR events, webinar, workshops, Trade fair, Road shows and media relation.

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CUSTOMER SERVICE

- Dedicated for continuous improvement for customer service excellence with professional skills
- Strong mindset for customer support, helping nature with best service solutions
- Focused to find the key client persona and improve user experience
- Passion for the business building with excellent customer experience
- Performed creative work roles with analytical solutions for problem-solving
- Self-driven with attention to detail and follow through to reach better business target

DATA/ REPORT

- Annual marketing plan and quarterly marketing report with Budget Review
- Design and follow up sales, returns, supply and stock positions
- Prepare marketing target and quarterly budget and report to board of Directors
- Conduct customer research to evaluate enterprise-wide customer relationships
- Design and develop Brand communication strategy and promotional plans

RELEVANT WORK EXPERIENCE

Product Ambassador 2021- present
Natural Insight, Ottawa, Ontario

ADDITIONAL WORK HISTORY

Customer Executive 2021–2022
Logit group, Ottawa, Ontario

CU Ambassador 2021–2022
Carleton University, Ottawa, Ontario

Head of Business Development and E com 2015–2021
Life & Health Ltd., Bangladesh

Marketing Director 2012–2015
My Health Ltd., Bangladesh

Deputy Manager 2007–2012
Apex Adelchi Footwear Ltd., Bangladesh

EXTRA- CURRICULAR / VOLUNTEER EXPERIENCE

CUSA Volunteer 2021-2022
Carleton University

Founder and Advisor Co-Ordinator 2018-2021
Mazeda foundation -a social development organization, Dhaka, Bangladesh

Founder and Creative Head 2015-2019
Muktobak, a youth development organization, Dhaka, Bangladesh