

Rumana Ahmad

House # 40, Road # 16, Sector # 14,
Uttara, Dhaka- 1230, Bangladesh. Cell: 0177-7770105
E-mail: rumana.ahmad@gmail.com



Expert in gathering, analyzing and defining business and functional requirements; creating annual budget, trend charts and other decision-making tools; Good interpersonal skills with a track record of establishing positive relationships for client handing, able to train and manage diverse teams to deliver peak performance. Skilled at learning new concepts quickly, working well under pressure and communicating ideas clearly and effectively.

Expertise

- Tender Preparation
- Annual Budgeting
- Sales Planning, Market Segmentation
- Feasibility & Credit Risk Analysis
- Bill Reconciliation
- Management Reporting
- Pipeline & Revenue Reporting
- Revenue Leakage finding
- Proposal Writing

Professional Summary

ADN Telecom Limited

Deputy Manager, Sales Operations

Assistant Manager, Domestic Business

Sr. Officer, Business Department

January'15-Present

July'13-December'14

May'11-June'13

- Preparing sales planning including segmentation and targeting, product offerings, implementation, and sales integration for business department.
- Project planning for sales growth and implementation for individual, corporate and other segments.
- Preparing yearly budget for the business team.
- Tracking and monitoring the activity of the Business team.
- Preparing & maintaining business department's sales reporting and dashboard.
- Doing invoice reconciliation and keep track of revenue management.
- Doing feasibility and credit risk analysis for each new sales.
- Working with the distribution channel for ensuring product lifting and stock management.
- Working with ASM for each distributor to achieve revenue goals and sales targets.
- Channel partners commission settlement and disbursement.
- Tender Preparation.
- Maintaining daily attendance schedule of the business team.

BRACNet Limited

Sr. Executive, Sales & Marketing

October'10- April'11

- Preparing Tender & prequalification document; including involvement in preparation of defining scope of work.
- Associating with different department for all tender meetings & presentation including tenders under International Competitive Bidding.
- Feasibility Analysis and Reporting.
- Preparing the Weekly & Monthly Revenue Report.
- Working as a liaison between the Sales & Technical Team.
- Organizing promotional activities to increase the satisfaction level of our existing customers.

- Escalating critical issues to concerned unit timely to ensure positive customer experience.
- Ensuring proactive services by constantly keeping in touch with our existing clients.
- Preparing the Service Level Agreement.
- Checking the Call Report of the Sales Team.
- Telemarketing.

Major Projects

- Establishment of secured VPN data Bandwidth & Connectivity in between police data center (Police HQ) & 1000 listed police offices.
- Internet Connectivity for MIS and e-GP System of CPTU.
- Deepening Medium Term Budget Framework (DMTBF) and Strengthening Financial Accountability Project (Project A) under Strengthening Public Expenditure Management Program (SPEMP)
- Computerization and connectivity of different project office of Bangladesh Youth Ministry.
- Managed Service for Virtual Private Network and Internet Connectivity for Bangladesh Election Commission.
- Wide Area Network & Related Information System Services for Comptroller and Auditor General of Bangladesh. (SCOPE Project by CIDA) Phase-1, 2 & 3.

Educational Background

<i>Passing Year</i>	<i>Degree</i>	<i>Institution</i>	<i>Concentration</i>	<i>CGPA</i>
2013	M.B.A	BRAC University	Finance	3.54 (on a scale of 4)
2008	B.B.A	Presidency University	Finance & Marketing	3.96 (on a scale of 4)
2004	H.S.C	Shaheed Anwar Girls' College	Business Studies	4.60 (on a scale of 5)
2002	S.S.C	Shaheed Anwar Girls' College	Science	3.88 (on a scale of 5)

Personal Skill & Competencies

Computer Skill

- Microsoft Office Packages and MS Project
- Internet, Networking & Hardware Knowledge.

Language Skills

- | | |
|---------|---|
| Bengali | Native |
| English | Fluent (Speaking, understanding, reading and writing) |

Hobbies & Interests

Traveling

Seminars & Training

- "Intel Channel Conference" on June 29, 2010 by Zia Manzoor, Country Manager of Intel Bangladesh.
- Seminar on "Reduce total cost of ownership for enterprise class computing" on October 8, 2009 by Mohammad Abdur Rab, CEO, BRACNet and Zia Manzoor, Country Manager, Intel Bangladesh.
- Business Intelligence with MS Excel, bdjobs Training
- MS Project 2010 with Case Studies, bdjobs Training

Extra-Curricular Activities

- Voluntary Service (Event Management) in Bangladesh English Language Teachers Association (BELTA) and National Debate Competition.
- Participated as a volunteer and host in the grand launching ceremony of Horizontal International Institution of Training (HIIT) in Bangladesh.

Personal Details

Date of Birth	: 18 th February, 1988
Gender	: Female
Nationality	: Bangladeshi
National ID Card No.	: 2693016077713
Religion	: Islam
Marital Status	: Married

References will be provided upon request.