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Social links

LinkedIn

https://www.linkedin.com/in/akm-masudul-alam/

Facebook

https://facebook.com/akm.masudul.alam.2025

Skills

Marketing and growth

- Digital Marketing
- SEO
- Google & Meta Ads
- Lead Generation
- Social Media Marketing
- Market Research & Competitor Analysis
- Client Acquisition

Tools and software

- OpenAI / ChatGPT
- WordPress Development
- Adobe Photoshop & Illustrator
- Microsoft Word, Excel & PowerPoint
- Database Management
- Virtual Assistance

A.K.M. Masudul Alam

Marketing Manager

B2B & B2C Marketing | Client Acquisition | Hospital Experience

Professional summary

Strategic marketing manager with a background spanning healthcare operations, corporate sales, and digital marketing across Bangladesh and Malaysia. Skilled in B2B and B2C marketing, client acquisition, and brand visibility, with a record of leading teams to meet revenue targets. Pairs hands-on hospital experience in patient and visitor relations with certified advanced training in digital marketing and graphic design, plus expertise in SEO, Google & Meta Ads, and lead generation, to build trusted healthcare brands and drive sustainable growth. Multilingual in Bengali, English, and Malay, with a composed, transparent, and results-focused leadership style.

Work experience

Divisional Head of Sales

Feb 2025 – Dec 2025

S.F Corporation Ltd., Khulna Division, Bangladesh (Contract)

- Led divisional corporate (B2B) sales operations, setting targets and steering team performance across the Khulna Division.
- Drove sales growth through strategic client acquisition and long-term account relationships.
- Applied territory planning, sales forecasting, and pipeline management to prioritize high-value corporate accounts.
- Secured consistent target achievement through hands-on team leadership and coordination.

Marketing Manager (MFS & SME)

2023 – Jan 2025

Bikrampur Enterprise, Malaysia

- Developed and executed marketing strategies for Mobile Financial Services (MFS) and SME products, reaching both business and consumer audiences.
- Led sales and marketing teams to deliver revenue and business growth targets.
- Used market research, competitor analysis, and customer segmentation to sharpen targeting and optimize campaigns.
- Increased product adoption and revenue across the SME and MFS segments.

Sales Representative

Sep 2021 – Sep 2022

PRAN-RFL Group (PBL), Khulna, Bangladesh

- Promoted and sold company products to retailers and distributors across the assigned territory.
- Built strong client relationships that generated repeat business.
- Opened new accounts, expanding the client base within the territory.
- Tracked market trends and competitor activity to identify new sales opportunities.
- Consistently met and exceeded monthly sales targets.

A.K.M. Masudul Alam

Leadership and strengths

- Team Leadership & Management
- Strategic Planning
- Problem Solving
- Verbal Communication
- Customer Service
- Self-Motivation
- Team Motivation
- Resilience Under Pressure

Languages

Bengali	Native
English	Fluent
Malay	Basic communication

Interests

- Photography
- Music
- Travelling
- Bicycling
- Gaming

References

Md. Suman Ali
Manager, Smart Medical Center
Khulna Road Mor, Palashpol, Satkhira

Toukir Ahmed Tanim (BCS)
Senior Upazila Fisheries Officer
Kaligonj, Satkhira

Md. Abu Bakkar
Branch Manager, Social Islami Bank PLC
Satkhira Main Branch, Satkhira

Contact details available upon request.

Work experience (continued)

Protocol In-Charge
Jan 2021 – Oct 2021

CB Hospital Ltd., Satkhira, Bangladesh

- Managed protocol for VIP patients, visitors, and official events, delivering a high-touch service experience.
- Coordinated with internal departments to ensure smooth scheduling and compliance.
- Handled communication and documentation for meetings, appointments, and special arrangements.
- Upheld professional standards that strengthened patient and visitor satisfaction and the hospital's reputation.

Kitchen In-Charge
2018 – 2020

CB Hospital Ltd., Satkhira, Bangladesh

- Supervised daily kitchen operations, including staff coordination and food preparation workflow.
- Enforced hygiene, safety, and quality standards for patient and staff meals.
- Managed inventory and supplier communication while controlling ingredient costs.
- Raised food-service quality by introducing strict hygiene and portion-control standards.

Marketing Officer
Feb 2016 – Aug 2017

Ridika Electronics, Satkhira, Bangladesh

- Supported marketing campaigns, product promotions, and dealer coordination.
- Conducted market research and assisted the sales team with lead generation.
- Managed social media content and core digital marketing activities, improving campaign performance and digital engagement.
- Enhanced product visibility through dealer support and streamlined reporting for faster, more accurate workflows.

Education

Bachelor of Arts (B.A. Pass), Philosophy — 2016 – 2017
National University, Satkhira Government College, Satkhira

Higher Secondary Certificate (HSC), Fine Arts — 2014 – 2015
Satkhira City College, Satkhira Sadar, Satkhira

Secondary School Certificate (SSC), Science — 2013
Rasulpur High School, Rasulpur, Satkhira

Training and certification

Advanced Digital Marketing, Freelancing & Graphic Design — Jan 2026
e-Learning & Earning Institute, Satkhira Branch. Completed a 3-month advanced-level course and earned a certificate.