

SHEIKH ABDULLAH BIN ALAM

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PROFESSIONAL SUMMARY

Results-driven FMCG marketing and sales professional with 4+ years at Unilever Bangladesh, combining hands-on brand management, trade marketing, and marketing analytics with a parallel background in creative direction. Proven track record of designing Go-To-Market strategies, leading ATL/BTL brand activations, building automated analytics platforms, and driving measurable revenue growth across multi-district territories. Transitioning into brand management from a 4+ year FMCG foundation, with the ability to translate consumer insights into integrated marketing communications, manage P&L, and deliver brand equity outcomes through both data and creative craft.

CORE COMPETENCIES

- ▶ Go-To-Market (GTM) Strategy
- ▶ Marketing Analytics & KPI Reporting
- ▶ FMCG Trade Marketing & RTM Design
- ▶ Consumer & Trade Insights
- ▶ Sales Dashboard Development (DAX/PQ)
- ▶ Brand Management & Brand Equity
- ▶ ATL / BTL / 360° Brand Activation
- ▶ P&L Management & Budget Planning
- ▶ Integrated Marketing Communications
- ▶ Business Case Development & Pitching

PROFESSIONAL EXPERIENCE

Senior Territory Manager · [Unilever Bangladesh Limited](#) Mar 2022 – Present · Dhaka EPZ | Magura | Satkhira
Promoted to Senior Territory Manager (Jan 2025). Managed multi-district FMCG territories with full P&L accountability, Go-To-Market strategy, RTM design, brand activation, and marketing analytics responsibility across 3 distinct market landscapes — leading a team of 186 people.

Analytics & Automation

- Designed and implemented an automated retailer communication system (Project Pigeon) by integrating the DMS with Pushbullet API — achieved ~9% increase in loyalty program depth and ~13% increase in loyalty program width, with significant uplift in order volume; eliminated manual communication and enabled retailer engagement during unserviceable market conditions.
- Developed Town Mirror, a BI dashboard consolidating BU performance, sales officer productivity, route-level KPIs, and distribution metrics using Power Query, DAX, and Excel Data Modelling — reduced reporting time by 67%, increased business visibility by 3x, and enabled instant identification of underperforming routes and field intervention needs.

Distribution & RTM Strategy

- Led the Dhaka EPZ bifurcation and full RTM redesign — created a new 9 Cr/month territory by restructuring 5 adjacent towns using Cost-to-Serve analysis, Distributor ROI modelling, and outlet universe mapping; delivered 18%+ distributor ROI in year one, achieved a record 11.34 Cr monthly sales in March 2025, and drove 6.1% YoY revenue growth.

Brand & Commercial Execution

- Designed and executed a localised 360° campaign for the Rin Relaunch within a ₹1 lac, 3-day budget: anchored on a Durga Puja consumer insight to integrate retail visibility, outdoor branding, branded tea stall activations, backlit displays, and Puja Mandap touchpoints under a single message — drove strong brand equity uplift, organic social sharing, and ranked 2nd nationally in the Rin Execution Challenge.

Creative Director · [Leftover Pizza Creative Studio](#) Jan 2020 – Feb 2022 · Dhaka, Bangladesh

- Led brand strategy and creative direction for a Dhaka-based studio — delivered brand identities, campaign concepts, and digital content for 5+ clients across retail, F&B, and sports sectors.
- Key projects: 1Percent Basketball (brand identity + website, built community from zero); Favour Bank (full brand identity); Saleha Metal Industries (corporate rebrand); Haval (social media campaign); Cornucopia Restaurant (brand + menu design).

ULIP Intern – Tax Department · [Unilever Bangladesh Limited](#) Oct 2021 – Jan 2022 · Dhaka, Bangladesh

- Contributed to the redesign planning of Unilever's VAT module; co-facilitated cross-functional workshops identifying pain points and defining improvement roadmaps — developed a business case for process optimisation presented to senior management.

Content Designer (Contractual) · [10 Minute School](#) *Sep 2020 – Feb 2021 · Dhaka, Bangladesh*

- Designed visual and digital content for the BCS Preparation Project on Bangladesh's largest online learning platform; managed content delivery timelines across a high-volume production environment.

EDUCATION

Bachelor of Business Administration (BBA)

Mar 2017 – Mar 2022

[Institute of Business Administration \(IBA\), Jahangirnagar University](#)

Major: Finance · Minor: Human Resource Management · CGPA: 3.36 / 4.00

Higher Secondary Certificate (HSC) — Science

Apr 2014 – Apr 2016

[Notre Dame College, Dhaka](#)

GPA: 5.00 / 5.00

Secondary School Certificate (SSC) — Science

Jan 2006 – Feb 2014

[St. Joseph Higher Secondary School](#)

GPA: 5.00 / 5.00

ACHIEVEMENTS & RECOGNITION

- 2nd Place Nationally — Rin Execution Challenge, Unilever Bangladesh (Brand Activation & Campaign Execution)
- Champion — The Game Changer by Bikroy.com (National Business Case Competition, 2018)
- Finalist — Corporiddlerz by BUP (National Business Case Competition, 2019)
- Judge (Semifinal) — Breaking Brands, National Business Case Competition by IBA-JU
- Bangladesh National Basketball Team — U18 (2014, 2016), U23 (2018); League Player for Dhumketu since 2014

SKILLS & TOOLS

Marketing & Brand Strategy

Brand Management · Go-To-Market Strategy · ATL/BTL Marketing · Integrated Marketing Communications · Trade Marketing · Shopper Marketing · BTL Activation · 360° Campaign Design · Consumer Insight Mapping · POSM · Outdoor Branding · Festival & Experiential Marketing · Digital Marketing · Media Planning · Competitive Analysis · Market Share Analysis · Brand Equity

Analytics & Data Tools

Advanced Excel · Power Query · DAX · Excel Data Modelling · KPI Framework Design · Performance Analytics · Sales Dashboard Development · Cost-to-Serve Analysis · Distributor ROI Modelling · Route Geolocation Optimisation · Outlet Universe Mapping · API Integration (Pushbullet, DMS) · Excel VBA

Design & Creative Tools

Figma · Adobe Illustrator · Adobe Photoshop · Procreate · Final Cut Pro · PowerPoint