Niloy Sen

Sales and Marketing Professional | Trade Marketing | Brand Activation | Route-to-Market

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PROFILE

I'm Niloy Sen, a sales and marketing professional from Dhaka. For the last 3.5+ years at JTI I've led a 60+ person field team across Kushtia and Feni, growing share of market and converting competitor stronghold clusters. Before that, I worked in Go-to-Market at Unilever Bangladesh. Next, I want a broader strategic scope: a Team Lead role in Trade Marketing, Brand or Commercial, where analytical thinking and strong execution drive brand and commercial growth.

60+
person field team led across sales, trade & consumer activation

+5.6%
share-of-market growth in Kushtia (+3.2% in Feni)

10
competitor stronghold clusters converted

6
major brand launches & limited-edition campaigns

4%
ROI after turning around an underperforming salespoint

EXPERIENCE

Territory Executive · JTI (Japan Tobacco International) — Mar 2023 – Present

Full-time · Kushtia District, Khulna · On-site

- Led a multi-functional team of 60+ third-party staff across sales, trade and consumer activation, enforcing hygiene and compliance standards to drive sales, consumer conversion and market share.
- Delivered 5.6% SoM growth in Kushtia and 3.2% in Feni by building sales activity plans from regular market monitoring and consistently hitting monthly KPI targets.
- Planned and executed timed, offensive market initiatives to penetrate competitor strongholds with the global flagship portfolio.
- Turned an underperforming salespoint into a profitable, 4% ROI-positive business by restructuring operations and optimising cost controls, improving channel partner profitability.
- Executed 6 major brand launches and limited-edition campaigns through cycle plans, trade programs, visibility execution and one-to-one consumer activations.
- Designed and led regional and area-level strategies to grow brand equity of the local portfolio.
- Analysed outlet and cluster segmentation to build customised commercial plans and deploy resources where they have the most impact.
- Documented the trade program reward distribution process to ensure operational transparency.

Q1'26 Top Performer — Noakhali Area, CTG Region · Senso Launch Cascade 2026 — Feni Territory · Bandhan Retailers Meet 2025 — Kushtia Territory · GLT factory visit — Kushtia, 2025 · LD National Launching Cascade — Kushtia Area, 2024 · M&S Connect 2023 — Khulna Region

ULIP Intern — Go-to-Market · Unilever Bangladesh — Dec 2022 – Mar 2023

Internship · Dhaka · On-site

- Brands: Close Up, Pepsodent, Sensitive Expert.
- Developed a consumer promotion strategy for Close Up by analysing consumer insights and brand consideration.
- Designed and executed the internal Close Up "Kache Ashar Golpo 2023" campaign, driving employee word-of-mouth and engagement.
- Executed major brand campaigns (Close Up Kache Ashar Golpo 2023, Pepsodent Free Dental Camp) through cross-agency collaboration and real-time monitoring; vetted digital content, visuals and scripts for brand guideline alignment.

Projects: Close Up Kache Ashar Golpo 2023 · World Oral Health Day 2023

Marketing Strategist · Sugar Communications Ltd — Sep 2022 – Dec 2022

Apprenticeship · Dhaka · On-site

- Researched brand development.
- Created pitch decks for potential clients.
- Prepared strategic campaigns and brand guidelines for brands.

Diwali Utsab 2022 — 1,200-person event, executed and managed · Galitos Bangladesh launch plan · Pepsi gaming event launch plan · TNR brand building · NIOR launch plan

Digital Marketing Executive · Najm Consultant — Jan 2022 – Jul 2022
Part-time · Dhaka · Remote

- Maintained social media accounts daily and built digital marketing funnels for customer conversion.
- Developed new content ideas for branding and service marketing; ran competitor analysis for IT company clients.
- Wrote social captions, sales copy for Google Ads, Facebook Ads and email newsletters, website copy, and video scripts for motion content.

Started the email newsletter — 42% open rate · +16% organic Facebook followers · +35% YouTube subscribers · Launched 3 IT websites (Binate Solutions, Minimal, Elegant IT) · Najm Academy

Sparks Campus Ambassador · Unilever — May 2021 – Apr 2022
Contract · Dhaka · Hybrid

- Acted as the bridge between Unilever and my campus: promoting Unilever at the university and featuring the campus's brightest minds at Unilever.

Apprentice · HATIL — Jul 2021 – Nov 2021
Part-time · Gulshan, Dhaka

- Worked to enhance customer experience across four departments: Sales, Lead Generation, Community Management, and Research & Customer Development.

Business Development Executive · Wire — Digital Multimedia Marketing — Aug 2021 – Oct 2021
Part-time · Dhaka

- Generated leads and scheduled appointments under the Head of Business Development.
- Met clients in Dhaka, gathered requirements, pitched ideas and supported campaign management.
- Coordinated with management to hit KPI targets and briefed the team on client requirements.

Operation & Communication Executive · Hazelnut Digital (Intraspace Limited) — Jan 2021 – Apr 2021
Part-time · Dhaka

- Joined at the very start and worked across content planning, branding, sales and operations during the growth stage.
- Built connections with potential clients, managed several projects at once and maintained the internal database.
- Arranged internal and external meetings, briefed clients on services and relayed announcements to the sales team.

Business Development Associate · Hazelnut Digital (Intraspace Limited) — Oct 2020 – Dec 2020
Part-time · Dhaka

- Onboarded new businesses through social media and in-person meetings for a 360° marketing company.
- Ran competitor research, developed content strategy for clients, identified gaps in brands, and wrote sales pitches.

Business Development Intern · Selvice — Dec 2020 – Feb 2021
Internship · Dhaka

- Researched competitors and gathered contacts of potential clients for an online and offline events marketplace.
- Analysed and segmented target consumers, identified opportunities and trends, and developed strategic plans.

Appointment letter on file

Intern — Admin & Human Resource · Tetra Creations — Jun 2020 – Oct 2020
Internship · Bangladesh

- Completed a three-month internship in the Admin & Human Resource department (15 June – 15 October 2020).

Certificate of completion, signed by the President of Tetra Creations

Creative Content Writer · Najm Consultant — Feb 2020 – Jan 2021
Freelance · Bangladesh

- Wrote SEO-friendly blog posts, aligning keywords, images and links.
- Researched industry topics using online sources, interviews and studies, and worked with writers and designers to finalise content.
- Published 25+ articles and blog posts.

Content Writer · Torun Digital Ltd. — Jul 2019 – Dec 2019
Internship · Bangladesh

- Produced one piece of content every week: tech, social issues, movie reviews and career stories.
- Interviewed corporate leaders.
- Published 10+ articles across the Buzz, TechBiz, Sirens and Showland categories.

Certificate of Honorable Mention for outstanding performance in the internship program · Interviews: Ishraq Dhaly (Magnito Digital) · Ariful Bashar (Grey Dhaka) · Amit Richard · Mir Shahrukh Islam (Singularity / Bondstein)

EDUCATION

Bachelor's degree, Business · Army Institute of Business Administration (Army IBA), Savar
2019 – 2023 · President, Army IBA Business and Leadership Club (2022)

Higher Secondary Certificate, Science · Government Science College
2016 – 2018 · Grade: A-

Secondary School Certificate, Science · Motijheel Model High School and College
2014 – 2016 · Grade: A+

CERTIFICATIONS

- **Social Media Marketing Certification** — HubSpot Academy, Expired Feb 2024 · Credential ID fa7c993cfd4f46368aac8e5d6e29b5c7
- **Email Marketing Certification** — HubSpot Academy, Valid Mar 2022 – Apr 2024
- **PowerPoint Masterclass** — Bohubrihi, Issued Apr 2020 · Credential ID 7840-158-800-3859
- **The Fundamentals of Digital Marketing** — Google Digital Garage (accredited by IAB Europe & The Open University), Issued 13 Aug 2019 · Credential ID 3TV 2W2 QTT

AWARDS & COMPETITIONS

- **Q1’26 Top Performer — Noakhali Area, CTG Region** — JTI, 2026
- **Semi-finalist, ANALYTICS 2.0** — East West University Creative Marketing Club, Jul 2021
- **Semi-finalist, BRANDrill 2020** — Voice of Business, Oct 2020
- **Semi-finalist, Masters of Ideation 2020** — NSU YES, Oct 2020
- **Semi-finalist, Marketing Spotlight** — Generation Z, Sep 2020
- **1st Runner-up, “Ink Matters”** — Army IBA Research and Development Club, May 2020
- **Runner-up, “Marketiniac 2019”** — Army IBA Business and Leadership Club, Oct 2019
- **Runner-up, “War of Words 2019”** — Army IBA Literature and Debate Club, Sep 2019
- **Certificate of Honorable Mention** — Torun, 2019

LEADERSHIP & VOLUNTEERING

- **President**, Army IBA Business and Leadership Club (Jan 2022 – Dec 2022) — Supervised all club activities, made the major decisions on the club’s growth, acted as sole liaison between the club moderator and members, and negotiated partnerships with sponsors and external organisations. Organised a national event at Army IBA with the club moderator.
- **Volunteer**, NRB Jobs Limited — BASIS SoftExpo 2020 (Feb 2020) — Volunteered at the expo at International Convention City Bashundhara, Dhaka.
- **Volunteer**, 4th The Daily Star ICT Awards 2020 (Jan 2020) — Backstage: handed crests to the front stage and distributed magazines to the audience.

SKILLS

Commercial & trade: Trade Marketing, Sales, Sales & Marketing Leadership, Brand Activation, Route-to-Market, Sales Funnels, Lead Generation, Cold Calling

Brand & consumer: Brand Strategy, Brand Management, Consumer Behavior, Market Research, Marketing Campaign Plans, Digital Marketing, Content Marketing, Content Strategy, Social Media Management

Leadership & people: Leadership, Team Management, Stakeholder Management, Agency Coordination, Client Relations, Client Services, Communication, Teamwork, Community Management, Meeting Scheduling

Events & activation: Event Management, Event Planning, Event Marketing, Hosting Events

Analysis & planning: Data Analysis, Strategic Planning, Strategy Execution, Competitive Analysis, Competition Research, Trend Research, Scorecard Management, Online Research, Time Management

Pitching & writing: Pitching Ideas, Client Presentation, Presentation Development, Copywriting, SEO Copywriting, Web Content Writing, Interviewing

Tools: Microsoft Office, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Trello

WRITING

25+ articles and blog posts at Najm Consultant; 10+ articles at Torun; LinkedIn article: “Why you need to do Online Courses and How you should Start”.

Interviews for Torun: Ishraq Dhaly (Director, Accounts & Servicing, Magnito Digital); Ariful Bashar (Head of Digital, Grey Dhaka); Amit Richard (From freelancer to CEO); Mir Shahrukh Islam (Managing Director & Co-founder, Singularity Limited and Bondstein Technologies).