



N.H.M FAZLE RABBI

Head Of Brand & Communication (Deputy General Manager)

PERSONAL SUMMERY

A highly professional, dynamic with exceptional multi-tasking & organizational skills. Having over 10 years of extensive experience in leading, developing and executing innovative brand building activity cross different communications disciplines. Experience in work under pressure & possessing a proven ability to work within a brand guideline and create an image that is up to date and right for its audience. Recognized for combining brand building strategy and creative concepts into slick, successful campaigns and pushing creative boundaries.

Now looking for a new and challenging position, one which will make best use of my existing skills and also further my professional development.

WORK EXPERIENCE

GPH ispat Ltd

Head of Brand & Communication (Deputy General Manager)- May 2018 - Present

Being the Head of the department, responsible for developing brand building strategy to maximize brand equity, effective campaigns, set brand standards, and improve the customer experience. Acting as gatekeeper of brand. Follow and implement the guideline of the brand and work with teams on advertising, promotions, internal work, cross functional teams work, campaign, social media, and other areas of representation.

- ☐ Created new identity by modifying the logo and face of the company.
- ☐ Developed the long-term brand building strategy to maximize brand equity.
- ☐ Prepared effective Integrated Marketing Communications (IMC) activities and monitor the delivery of ATL (Above-the-Line) & BTL (Below-the-Line) campaigns to enhance brand equity
- ☐ Dealing with all media in a systematic manner, ensuring cost effectiveness and maintain liaison for PR activity to ensure positive image of the brand among the external stake holders and customers.
- ☐ Developed digital strategy of the organization. Own all the web related properties of the company including the websites and all other digital and mobile platforms

AREAS OF EXPERTISE

Brand management

Brand strategy

Market Research

Business development

Marketing campaigns

Supplier negotiation

Direct marketing

Account administration

Digital Service Marketing

PERSONAL SKILLS

Entrepreneurial

Hands-On

Pro-active

Resourceful

Work well under pressure

Teamwork

CERTIFICATES

Training on Leadership

*Unleash Your True
Leadership Potential*

OGILVY

Ogilvy Fusion

WPP

Anti-Bribery

How to Behave

Data Safety

AWARDS

*Srijon Samman (Kolkata)
(2013, 2014)*

Adfest Dhaka (2013, 2014)

*Commwards Dhaka (2013,
2014)*

*Campaign Asia Agency of
the Year (2013, 2014)*

*Shortlisted in Cans lion
(2016)*

PREVIOUS EMPLOYER

Ogilvy & Mather Bangladesh

Associate Account Director- December 2011 – April 2018

Team lead for the Teletalk, Huawei, Paragon Foods, PRAN-RFL, PHIS, Heidelberg Cement Bangladesh, Akij Ceramics, UC Browser. Previously worked for Prime Bank, NRB Global Bank Ltd & other Business. Previously managed the accounts of British American Tobacco Bangladesh.

- ☐ Rebrand Teletalk Bangladesh Ltd which is the state owned Telecom Operator in Bangladesh (2016)
- ☐ Multiplied Huawei Business over ten times & now they are enjoying 2nd position handset market in Bangladesh (2014-2016)
- ☐ Rebrand Pledge Harbor International School which is the 1st ever IB boarding school in Bangladesh (2014)
- ☐ Multiplied Teletalk business over 3 times in 3 years (2013-2016)
- ☐ Launch 3G technology in Bangladesh for Teletalk Bangladesh Ltd. (2013)
- ☐ Multiplied BATB low segment brand over three times in just one year (2011-2012)
- ☐ Multiplied the Teletalk business by over Ten times in just one year (2012-2013)

DUTIES

- ☐ Conducting in-depth consumer analysis to determine the image/demand of a brand
- ☐ Gaining a strong knowledge and understanding of a clients' brand and products
- ☐ Developing annual brand plans in partnership with clients
- ☐ Implement strategic plans to maximize brand potential.
- ☐ Organizing weekly team meetings with staff, directors and senior managers.
- ☐ Involved in the day to day management of clients.
- ☐ Performance monitoring of account executives and account teams.
- ☐ Address client concerns and ensure the resolution of issues in a timely manner.
- ☐ Maintaining contact with clients - giving them regular updates.
- ☐ In charge of budgets and administration.
- ☐ Delivering ongoing market analysis and assessment of competitors.
- ☐ Retain accounts through the development of strong relationships with key decision makers.

KEY SKILLS AND COMPETENCIES

- ☐ Excellent account management skills.
 - ☐ Strong presentation and negotiation skills.
 - ☐ Contacting and communicating with high end decision makers.
 - ☐ Ability to follow up with clients in a timely professional manner.
- Ability to work long hours & under pressure

PERSONAL DETAILS

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DOB: 01/09/1985
Driving license: Yes
Nationality: Bangladeshi

❑ INTERSPEED ADVERTISING LTD

Sr. Account Executive - September 2010 - November 2011

❑ MACOMM (MMX Advertising Communication)

Sr. Brand Executive – April 2009 - August 2010

❑ ACI- Creative Communication (A concern of ACI group of Industries)

Management Trainee – Dec 2007 - March 2009

CATEGORY EXPERIENCE

Steel Industry (GPH ispat), Telecommunication (Teletalk), Food & Beverage (Paragon Tea, Paragon Foods, PRAN-RFL, Dan Foods, Ajinomoto, Purnava), Consumer Electronics (Huawei Device Bangladesh, Panasonic, Toshiba), Tobacco (BATB), Finance/Banking (Delta BRAC Housing, NRB Global Bank, CMCCI, Prime Bank), Real Estate (Anwar Landmark), Construction (HeidelBerg Cement , Akij Cement, Akij Ceramics), Garments & Apparels (Viyellatex Group, Graphics Textile, KDS Group, Partex Denim), Educational Institute (Pledge Harbor International School), Corporate (LM Ericsson Bangladesh, Shokaler Khobor, Radio Foorti, Bashundhara Group) sector.

ACADEMIC QUALIFICATIONS

MBA (Marketing): Indepedent University Bangladesh

December 2010 - December 2011

BBA (Marketing): Stamford University Bangladesh

April 2003 - June 2007

High School (Science): B A F Shaheen School & College

January 1989 - January 2002

REFERENCES – Available on request