

Tausif Ahmed Preetam

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Career Objective :

To develop an excellent career with the skills and knowledge that I acquire, and want to enhance my ability to work in a more efficient way which will help to achieve my own along with the organization's goals and push my boundaries to excel.

Educational Background :

Master of Business Administration (MBA)

University of Dhaka, Marketing Department (2019 – Continuing)

CGPA: **3.35** out of **4**, major in Marketing

Bachelor of Business Administration (BBA)

BRAC University, BRAC Business School (2016)

CGPA: **3.04** out of **4**, major in Marketing and minor in e-Commerce

Higher Secondary Certificate (Science)

GPA: **4.50** out of **5**, Dhaka City College, Dhaka (2009)

Secondary School Certificate (Science)

GPA: **5.00** out of **5**, Motijheel Model High School and College, Dhaka (2007)

Work Experience :



CEAT AKKHAN LTD.

- **Executive, Marketing (Brand)** – (July, 2021 – Current)
- **Sr. Officer, Marketing (Brand)** – (January, 2017 – June, 2021)
 - Planning and strategy formulating for Brand building
 - Digital marketing content planning, execution, and monitoring (Google, Facebook, Youtube)
 - Digital media buying and monitoring expenditure along with performance (Google Adwords, analytics etc.)
 - Plan and implement ATL & BTL activities such as promotional activities, print advertisements, events, POS marketing, etc.
 - Plan and execute new product launches
 - Design and execute trade promotion (QPS & VPS) for dealers and evaluate the program
 - Monitor and confirm product availability & visibility at dealer points through implementation of different merchandising tools (POSM)
 - Develop marketing and communication strategy for assigned products
 - Deploy successful marketing campaigns and own their implementation from ideation to execution
 - Making annual & monthly budget according to Brand/Product wise to render all types of activities.
 - Analyze market trends and competitors' activities both in trade & consumer end and take necessary steps to keep market share
 - Build strategic relationships and partner with key industry players, agencies, and vendors
 - Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
 - Measure and report on the performance of marketing campaigns, gain insight and assess against goals
 - As an additional responsibility, Key account management for "Farm Tyre"

Achievements :

- Best employee FY 2018-19 award, "CEAT Annual Awards"
- Special recognition for outstanding performance in "Dhaka Motor Show"

Stand out skills :

- Strong communication & negotiation
- Data driven thinking
- Budget management skills
- Ability to extract insights from research

Certifications :

- **Brand Management:** Aligning Business, Brand & Behavior | *University of London*
- **Marketing Analytics:** Know Your Customer | *Macquarie University, Sydney*

Co-Curricular Activities :

- **Unilever Future Leadership Program**, Top 10 achievers. (2016)
- Worked as Head of Directors, **BRAC University Drama and theatre forum**, BRAC University (2014 – 2015)
- Worked as Vice president of **BRAC University Community Service Club**, BRAC University (2014 – 2015)

Interests :

Sports, Music, Movie, Art, Travelling.

Personal Information :

Father's Name: Taslim Ahmed

Mother's Name: Ayesha Akhter

Date of birth: 05-09-1992

Training and Workshops :

- Professional Skills Development Program (PSDP, September 2016) – Grooming and Etiquette Professionalism.
- Unilever Future Leadership Program, Unilever (2016)

References :

Kazi Md. Mainuddin Sayem

Sales Director

Perfetti Van Melle

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Kazi Saiful Islam

Head of HR & Admin

Dhaka Ice Cream Ind. Ltd.

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