

Resume

Md. Muzahidul Islam

91/1 Baigertek, Dhaka - Cantonment, Dhaka -1206

+88 01818534962

muzahid41@gmail.com



CAREER SUMMARIES:

Result-driven marketing professional with over 12 years of experience in FMCG (food), retail, automobile, and airline industries. Specialized in brand development, brand identity creation, strategic roadmap formulation, promotional communication planning, brand launching, consumer analysis, industry analysis, etc.

EXPERIENCES:

City Group (Rupshi Foods, Bakers)

Post: Portfolio Manager (*18th October 2021- Continuing*)

Department: Brand

Office address: City House, Plot # NW (J) 06, Road # 51, Gulshan 02, Dhaka – 1212.

Duties/Responsibilities:

- Developing brand architecture for the biscuit and bakery portfolio.
- studying consumers and assessing competition for opportunities.
- Setting a brand strategic roadmap to win prospects.
- Active member of the product development team in order to meet market demand and opportunities.
- Brand identity development.
- Annual portfolio budget planning with communication and media action plans.
- Supervise advertising agencies and third-party vendors.
- Working to launch a new brand for the biscuit and bakery portfolio.
- Be a part of the annual business planning and budget process.
- Collaborating with the sales team to develop a strategic action plan to ensure product visibility and depth.

PRAN-RFL Group (Banga Bakers Limited)

Post: Senior Brand Manager (*20th August 2019- 25th May 2021*)
Brand Manager (*26th September 2016- 19th August 2019*)
Assistant Brand Manager (*1st December 2014 – 25th September 2016*)

Department: Brand

Office address: PRAN Center, 105, Middle Badda Dhaka, 1212 Bangladesh.

Brand achievement: Two gold award from Digital Marketing Award -2018

Brand: *Wonder Smile Cake*

Campaign: *Project Wonder Smile*

From: *Bangladesh Brand Forum*

Categories:

- *Best Social Campaign*
- *Best Integrated Digital Campaign*

Duties/Responsibilities:

- Developing brand strategies
- Contributing to the annual business planning process.
- Setting a brand planning calendar, managing timelines, and ensuring timely completion.
- Planning and execution of all communications and media actions on all channels.
- Assisting with product development, pricing, and new product launches as well as developing new business opportunities.
- Liaison with advertising agencies
- Managing the budget for advertising and promotional items.

Rahimafrooz (Rahimafrooz Superstores Limited- Agora)

Post: Senior Officer (*1st March 2014 – 30th November 2014*)

Department: Marketing

Office address: 5 Mohakhali (5th Floor) C/A, Dhaka - 1212.

Duties/Responsibilities:

- Campaign design and planning, considering sales trends and occasions.
- Planning and monitoring ATL and BTL communications.
- Preparing a budget for marketing campaigns.
- Maintaining contact with vendors and agencies to ensure maximum communication support.
- Analyzing market behavior and sales trends to take initiative to improve business results.
- Monitoring competitors' movements and ensuring competitive pricing.

RANGS Group

Post: Executive (*26th May 2012 – 28th February 2014*)

Department: Marketing

Office address: 387, Tejgaon Industrial Area Dhaka-1209.

Major accomplishments:

- Collaboration ceremony of Rangs Group with Suzuki Motor Corporation and introduction of Suzuki (two-wheeler), 2013.
- I worked with the team to launch Mitsubishi Mirage in Bangladesh in 2013.

Duties/Responsibilities:

- Planning and execution of branding activities to promote our products.
- Prepare the campaign budget and ensure that all expenses are within the budget.
- Communicating with the sales team about target achievement and collecting market data to plan a new campaign to achieve company goals.
- Identify new ways of marketing and, at the same time, execute the ongoing activities.
- Deal with the media, outdoor vendors, ad agencies, and so on.
- Outdoor advertising concept, implementation, and maintenance.

GMG Airlines Limited

Post: Executive (*1st July 2010 – 30th April 2012*)

Department: MIS, Commercial

Office address: "AAA" Tower, Plot # 1 & 3, Road # 21, Nikunja-2, Dhaka-1229.

Duties/Responsibilities:

- Analyzing the company's and competitors' performances.
- Preparing sales and forecasting revenue trends.
- comparing trends in sales and flown revenue
- Revenue forecasting, considering trends and seasonal factors.
- Presenting presentations to the senior management to show the actual situation.
- Preparing worksheet on actual revenue vs forecasted revenue, actual revenue vs cost.
- Preparing and maintaining flight-wise performance reports on a daily basis.
- Various types of reports preparation as per management needs.

ACADEMIC QUALIFICATION:

Exam Title	Concentration / Major	Institute Name	Result	Passing Year
Masters of Business Administration	Marketing	American International University, Bangladesh	CGPA: 3.59	2016
Bachelor of Business Administration	Marketing	The University of Asia Pacific	CGPA: 3.05	2009
HSC	Commerce	BAF Shaheen College, Kurmitolla	GPA: 3.30	2005
SSC	Commerce	BAF Shaheen College, Kurmitolla	GPA: 3.69	2003

QUALITIES:

- ✓ Able to work both individually and in a group.
- ✓ Patience and flexibility.
- ✓ Ability to work under stress.
- ✓ Communicative and be friendly.
- ✓ Reliable and adaptable to a changing environment.
- ✓ Enthusiastic, deterministic, diligent, and self-motivated.

SKILLS:

Computer: MS Office (Word, Excel, PowerPoint)
Language: Bengali & English (Professional working proficiency)

INTERESTS:

- ✓ Marketing & branding
- ✓ Business research
- ✓ Strategic decision-making
- ✓ Data analysis
- ✓ Business planning

LINK:

LinkedIn: <https://www.linkedin.com/in/md-muzahidul-islam-7ba40222/>

PERSONAL DETAILS:

- Father's name : Md. Khairul Islam
- Mother's name : Lily Islam
- Permanent address : Village + Post office: Kazipur
Police Station: Gangni
District: Meherpur

- Present address : 91/1 Baigartek
Dhaka - Cantonment,
Dhaka - 1206

- Date of birth : 17 September 1988
- Nationality : Bangladeshi
- Religion : Islam
- Marital status : Married

REFERENCES:

Kamal Kamruzzaman
Director - Marketing
PRAN-RFL Group
PRAN Center, 105, Middle Badda
Dhaka, 1212 Bangladesh.
Cell: +88 01912257012
E-mail: mktg@prangroup.com

A.H. Mostofa Kamal Khan
Director
Bangladesh Institute of Management
4, Sobhanbag, Mirpur Road, Dhaka-
1207, Bangladesh
Phone- +88 01715111719



Md. Muzahidul Islam
+88 01818534962