

# Rafsan Rashed Nayeem

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## Career Profile

Keen and creative Brand personal with 4.5 years of experience. Passionate about the power of storytelling & bringing brands to life through design, messaging, and media.

## Key Skills

Strategic Planning	Campaign Management	Content Management	Partner Management
Team Management	Social Media Marketing	Facebook Advertising	Event Management

## Work History

### Deputy Brand Manager

building technology & ideas limited (bti)  
(January 2019 to Present)

- Designing and formulating marketing activities to increase demand.
- Implement marketing activities effectively and on time.
- Follow up, reporting and monitoring of each activity and marketing actions.
- Work directly with and lead Creative/Design, ATL & BTL team.
- Planning and directing audio visuals for brand and product promotion.
- Supporting Sales team on achieving their targets through demand generation.
- Generated leads through effective marketing communications design and execution.
- Tie up with other organizations for cross branding and mutually beneficial activities.
- Managed Bangladesh National Golf team starting from sponsorship collaboration with Golf federation to joint marketing communication development & promotion.
- Launched 300+ apartments through the biggest real estate expo in Bangladesh.

### Assistant Manager, Brands & Communications

MGH Group & MGH Restaurants Private Limited  
(February 2018 to November 2018)

- Led the Brands & Communications team of the MGH Restaurants Private Limited
- Brand strategy development in coordination with monthly & yearly sales target.

- 5% growth in revenue from Q1 and Q2 in 2018, in comparison to 2017.
- 19% growth in Ramadan sales during Ramadan campaign in 2018 in comparison to 2017
- Launched PEYALA Karwanbazar outlet.

## Senior Executive, Brands

MGH Restaurants Private Limited

(October 2017 to January 2018)

- Managed the Brands team in developing and executing overall advertising & promotional campaigns for Nando's and Peyala.
- Conceptualized and implemented all marketing strategies, strategic tie-ups and public relation. Maintained the Digital Marketing communications of Nando's & Peyala Café.
- Developed monthly and yearly marketing budget. Tracked consumer and market insights by reviewing metrics such as sales volume, market share, profit projections and pricing.

## Executive, Key Accounts

Cookie Jar Ltd. [Asiatic 360]

(September 2015 to October 2017 )

- Responsible for digital communication and media buying for **Reckitt Benckiser (Dettol Bangladesh), Telenor Health, The Daily Star, The Financial Express, G4S**
- Plan and implement social media campaigns along with launch, subscription and consumer engagement campaigns.
- Supervise content development for social media pages, websites and digital advertisement communication.
- Led the complete digital renovation project of The Financial Express online portal, social media and other digital platforms
- Worked and in charge of regular digital marketing activities of project “”Tonic” of Telenor Health Bangladesh.
- In charge of regular social media content management of Dettol Bangladesh
- Worked on G4S corporate AV from planning to overall execution with close coordination with G4S Business development and Brands team.



## Training & Workshops

- Participated in **Art of war** a 3 days advertising workshop organized by **Asiatic 360**.



## Extra Curricular Activities

- Vice President of East West University Creative Marketing Club from December 2014 to June 2015.



## Education

**BBA (Major-Marketing)**

East West University, Dhaka, Bangladesh

CGPA: 3.02

2015

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**HSC (Business Studies)**

Ispahani Public School & College, Chittagong,

GPA: 4.80

2010

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**SSC (Humanities)**

Ispahani Public School & College, Chittagong ,  
Bangladesh

GPA: 4.80

2008

## Reference:

Anamul Haque

**Assistant Professor**

East West University,

Dhaka

Contact no: 01932085196

Ikram Mayeen

Chowdhury

**Managing Director,**

**Forethought PR**

Contact no: 01713191322