

# Résumé of SM.Khurshid Alam



## CONTACT

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## BASIC PROFESIONAL PROFILE

Achievement-driven Brand Activation professional with more than 25 years of corporate experience in leading positions of both ATL & BTL areas in Advertising Industry.

The positions are as folloows :

Operation Director, Interspeed Activation Ltd. CEO, BTL Active. Activation Manager, Interspeed Activation Ltd . Manager (Media In charge), Akij Group & Advertising Officer , Sena Kalyan Sangstha.

Experienced in Nationwide Ground Activation and Project Management.

A confident leader with a passion for sustainable business through effective brand engagement outreach programs.

## AREAS of EXPERTISE

- Strategic Planning for Brand Activation and outreach program execution.
- Nationwide Operations(Urban & Rural) | Project Management | Dynamic Management Abilities
- Bangladesh Geographical Knowledge| Route Planning
- Innovative campaign idea generation,considering target audiences| Understanding Consumer Insight.
- Cost Minimization
- Budgeting.

## CAPABILITIES and KEY ACCOMPLISHMENTS

- Successfully Activated “Sunsilk Rural Hair Care Drive “of Unilever Bangladesh to reach thousands of thousand targeted women nationwide. Introduced Hand wash practices to 0.5 million primary school student by Lifebuoy & Dettol Soap of Unilever and Rekit Benkizer Bangladesh Ltd.
- Direct Household Penetration of Harpic Toilet Cleaner and briefed Hygiene issues among 1.5 Million targeted women in Rajshahi & Rongpur Region.
- Continuously,executed nationwide Rural Community & School Campaign for Savlon Freedom Sanitary Napkin, Parachute & Jui Hair Oil to reach the targeted women.
- Arranged thousands of nationwide Meet Programs for the targeted Customer as well as the targeted Retailers, WholeSeller & Distributors of of Scan Cement, Anowar Cement, Anowar Cement Sheet, Akij Cement and the company Marico, CavinKare etc
- Working expeirence with different Multinational and local Client for their brand communication as required. The clients are – Unilever, Rekit Benkizer, Marico,Heidelberg Cement,CavinKareSMC, Banglalink, bkash, Nagad, Square Toiletries, ACI Consumer, MGI group (Fresh), Akij Group , Anowar group etc.

Have been used Cost per Contact approach for the client to reach more targeted consumer at low cost.

## SCHOLASTIC ACHIVEMENT

# MSS (Geography), 1996 from Jangannath University

# Post-Graduate Diploma in Marketing Management,1999-2000  
Bangladesh Institute of Management(Govt Org.)

## MAJOR PROFESSIONAL TRAINING

# Training on Inter Personal Communication & Counselling from Bangladesh Center for Communications (BCCP)

# Advertising, Sales Promotion & Public Relation for Marketing Success from Bangladesh Institute of Management (BIM)

# Strategic Marketing & Brand Building from , BIM

## LANGUAGE PROFICIENCY:

Strong Communication skill with proficiency in both Bengali and English.

## PERSONAL INFORMATION:

Date of Birth : 22, Jan-1971

Home Town : Khulna, Bangladesh

Father's Name : Late SM.Amzad Hossain

Mother's Name: Late Afsana Amzad

Permanent address:

Sheikh House, Village- Buriardunga, Thana- Phultala, Khulna-9210

Passport No- BY 0563348

Hobby: Music & Travelling

## PROFESSIONAL DETAILS and MAJOR RESPONSIBILITIES:

**Employer:** Scarlet Communication Ltd (Digital Print Production House)  
**Position:** Director (Operations) (Jan'22– to till date)

Major Clients are : # BATA Shoe Company # Yellow # Sailor # Genex # Brand Forum # Heidelberg Cement # CavinKare# Yamaha

**Employer:** Interspeed Activation Ltd

**Position:** Director (Operations) / Head of Activation (Jan'20– to Dec 2021)

Responsibility – Lead the entire Activation wing.

Major Clients are : # Unilever # Grameen Phone # BATA # British Council # Eastern Bank Ltd # Bkash # Health Care Pharma# ACI Consumer # MGH etc

**Founder:** BTL-Active

**Position:** CEO (May-2009 to Dec-2019)

Major Clients are: # Marico Bangladesh Ltd # Heidelberg Cement Ltd # Arla Foods Ltd # Rekit Benkizer Bangladesh Ltd # Square Toiletries Ltd # ACI Consumer Ltd. # Akij Group # Anowar Group# MGH Group

**Employer:** Interspeed Activation Ltd

**Position:** Activation Manage (May-2004 to April-2009)

Responsibilities – Prepare Operation & Execution Plan of Nationwide Activation/ Outreach Programs of Unilever Bangladesh Ltd, Banglalink , SMC & Arla Food (DANO)

**Employer:** AKij Group

**Position:** Manager (Media In-Charge) -(Dec-2001- Apr2004)

**Responsibilities** – As a Media In charge / Department head , I had to plan and execute all the activities both ATL& BTL of different renown product of Akij Group, Specially the renowned tobacco Brand-NAVY, Akij Biri & Five Star and also the renowned brand Akij Cement, Akij Partical & Ad-din Hospital.

**Employer:** Sena Kalyan Sangstha

**Position:** Advertising Officer (Feb-96- Nov2001)

**Responsibilities** – Prepare Yearly Advertising Plan & Budget both ATL & BTL, Agency Handling (Asiatic, Bitopi & Adcoom), Outdoor Execution, Working with Press & Print media directly.

Product-Citizen TV, Thomson TV, Elephant Brand Cement, Savoy Ice-Cream, Anchor Atta-Moida Suji etc.