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|  | Murshidul Hasan  57/13 East Rajabazar, West Panthapath, Dhaka · 01717 897087  Murshidul.hasan@gmail.com · https://www.linkedin.com/in/murshidulhasan/ | |  |
|  | 10+ years of professional experience in Brand Building, Digital Marketing, Product Launches, and Communications. I have spearheaded the digital marketing initiatives at City Bank for American Express® and retail banking to become the leader in terms of communication in the social media platforms. As a core member, I have played a key role in the launch of Dhaka Tribune and more recently City Alo, which is the women banking division of City Bank. | |  |
|  | Experience | |  |
|  | January 2018 – PresentAssociate Manager, City Alo, The City Bank Limited  * Prepared the feasibility of the launch of women banking in terms of potential customer base, customer needs, profitability and competitive analysis. * Managed the launch of City Alo through an official launch event, press advert, social media campaign, and press meet. * Oversee the business growth through preparing timely reports and disseminating through a proper channel for taking additional measures to increase deposit growth and disbursement of loans. * Tie-up with strategic partners to set the product proposition unique, which includes introducing entrepreneurial certification course with North South University, life insurance with Delta Life Insurance, and discounts at various diagnostic centers and hospitals. * Manage the overall website development and timely updating of contents on the website www.cityalo.com. * Manage the overall social media presence by publishing articles, conducting interviews of prospective women entrepreneurs and promotion via Facebook Ad manager routinely. | |  |
|  | April 2015 – December 2017Assistant Manager, Brand Communications, The City Bank Limited  * Plan and implement digital marketing campaigns, including search, social media and Google AdWords to enhance brand awareness, engagement and leads acquisition. * Executed digital acquisition campaign for takeover loan via social media to have a total of 500 leads interested in personal and home loan from City Bank. Cost per acquisition (CPA) was less than Tk. 800 per lead. * Led the first acquisition campaign on digital media for American Express® Credit Cards with a total of more than 5,000 leads with cost per acquisition (CPA) less than Tk. 350 per lead. * Develop electronic direct mailers (EDM), ATM displays, outdoor display, press adverts, digital media layouts, and relevant communication materials to promote strategic and tactical campaigns. * Planned and implemented timely digital marketing campaigns for engagement and spending stimulus during Valentine’s Day, wedding season, Ramadan, winter and tourism. * Analyze relevant metrics on Google Analytics, Facebook and Bitly to fine tune the effectiveness of digital marketing campaigns. * Developed the launch communications for the City Manarah Hajj Card and American Express® Gift Card which includes relevant press adverts, card mailer, pin mailer, ATM display, digital media campaigns, cutouts, EDMs, etc.  January 2013 – February 2015Executive, Brand Communications, Dhaka Tribune  * Launched the Dhaka Tribune newspaper by planning and implementing 360-degree marketing campaign, including the launch event, outdoor, activation, and digital media. * Initiated and organized several partnered events with Bangladesh Brand Forum, Bangladesh Mathematical Society, JAAGO Foundation, university clubs, corporates, NGOs, etc. * Led the public relations and communications initiatives by developing strategic partnerships with key stakeholders including social welfare organizations, corporates, universities, associations, etc.  October 2011 – January 2013Marketing Executive, Trust Alliance Technology Limited  * Organized project visits and meetings with prospective clients for developing a client-developer relationship. * Prepared legal documents and organized accompanying documents required for agreement signing and initiating apartment construction projects. | |  |
|  | Education | |  |
|  | 2017Master of Business Administration, IBA, University of Dhaka GPA: 3.33 on a scale of 4.00. Major in Marketing | |  |
|  | 2011Bachelor of Business Administration, North South University GPA: 3.14 on a scale of 4.00. Major in Finance & Economics 2005GCE Advanced Level, European Standard School2003GCE Ordinary level, Mastermind School | |  |
|  | Skills | |  |
|  | * Digital Marketing * Google AdWords * Facebook Ad Manager * Search Engine Optimization * Strategic Planning * Product Launch | * Brand Management * Financial Analysis * Market Research * Media Planning * Public Relations * Copywriting |  |
|  | Awards & recognition  * Received “Employee Appreciation Certificate" from The City Bank Limited in 2019 * Received “Certificate of Appreciation” from American Express in 2016 * Participated in “Social Sense: The Digital Mindspace Workshop” organized by HSPP (Consultants) Ltd. & Common Sense in 2016 * Participated in “Lions Edit Competition Bangladesh 2016” organized by The Daily Start & Bangladesh Brand Forum * Participated in Digibuzz organized by SD Asia in 2015 * Participated in Funshop on “Grooming & Etiquette for Professionals” organized by Future Leaders in 2012 | |  |
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