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| Summary  A growth hacking marketing communication professional and a digital native with 11 years of experience in the field of Digital Business, Communications and Brand Management. Currently have been looking after Prothom Alo Digital, the largest digital media business of Bangladesh as the head of the business unit. Growing with the largest digital publication audience base of the country as well as the most interactive social media platform for any brand across categories. Pioneering alternative digital business channels and revenue streams. Have prior experience in catering one of the most influential brands of the country. Earned double MBA and BBA with marketing concentration from the top business schools of Bangladesh; IBA-DU, Dept. of Marketing-DU and IBA-JU. Throughout the way have been leading numerous community and voluntary platforms in both local and international level. |

# **Work & Achievements**

**Nov 2018 to till date Prothom Alo Digital** The Daily Prothom Alo

Jan 1, 2019 to till date Head of Digital Business

Nov 01, 2018 to Dec 31, 2018 Business Manager

**Key Achievements and what I do:**

■ Looking after the largest digital media business entity of Bangladesh. The SBU has a news portal, mobile apps, Mobile VAS, an eCommerce platform and a paid content service.

■ In last Q1 & Q2 (2019) we had 26+% growth in overall business, which is highest ever for the unit.

■ The flagship product of the SBU is prothomalo.com, the largest Bangla website in the world across categories with 12M regular visitors who generate over 320M page views per month. Through our AdEx platform we serve over a Billion ad impressions per month. It has one of the most engaging Facebook page in the world which we also created alternative revenue stream with. Video is one of our priorities in business now.

■ From the begining I have been tring to establish an alternative revenue stream besided advertisement, which is now having over 24% rev stake.

■ We recently have started prothoma.com, a fast growing online book selling platform. We also started the first ever subscription based paid news content platform, eprothomalo.com.

■ I am leading few teams within the business unit; such as Local Ad Sales, International Ad Sales & Ad Operations, Digital Marketing, mVAS, e-Commerce, Accounts & recovery etc.

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| Skills   * Digital business lead * Digital advertising & Sales * Ad Manager & Ad Exchange * Communications * Digital engagement * Brand management * Event & activation * Leadership |
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| Rewards   * **Best Employee of the Year 2014** award from Prothom Alo * **Shomoy Nishtha Podok** by Prothom Alo in 2013 as the most punctual employee * Special Recognition in Google I/O 2015 for the concept 'Crowdsourcing and Community Leadership.' * Special recognition by World univ of Bangladesh for the youth leadership |
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**Sep 2009 to Oct 2018 The Daily Prothom Alo** The Daily Prothom Alo

July 1, 2017 to Oct 31, 2018 Manager, Brand Communications

July 1, 2016 to June 30, 2017 Deputy Manager, Brand Communications

July 1, 2014 to June 30, 2016 Assistant Manager, Brand & Activation

July 1, 2012 to June 30, 2014 Senior Executive, Brand

July 1, 2010 to June 30, 2012 Brand Executive

Sep 1, 2009 to June 30, 2010 Apprentice Executive, Brand

**Key Achievements:**

■ Successfully coordinated benchmark communication campaigns and engagement programs including events and activation which helped Prothom Alo to be one of the most influential brands of the country.

■ Managed Prothom Alo's Facebook page over the years and grew 13M followers, made it the biggest corporate fan page of Bangladesh.

■ Led the engagement and communication drive to generate over 220 Million monthly page views to prothom-alo.com, the largest Bangla website in the world, developing alternatiove revenue source.

■ Brought partnership events and activation as one of the new revenue generating sources and through team effort took it to BDT 60M per year.

■ Created 10K monthly subscribers for megazines through growth hack from digital platform.

**Responsibilities:**

■ Planning, nurturing and managing Brand communication ■ External Agency Management ■ Brand engagement programs through activation and digital ■ Digital and social media management ■ Media management including digital and OOH ■ Innovation in digital communication

■ Diiigital subscription sales ■ Digital business development

**April 01, 2008 to Aug 31, 2009 UNDP Bangladesh**

Communication Assistant

* Design and implement communication strategies for various stakeholders and programs, mostly for Access to Information Program, Prime Minister's Office.

**November 15, 2007 to March 30, 2008 Nestle Bangladesh Ltd**

Intern and Supply chain officer (Contractual)

**March 2003 to Sep 2007 Daily Prothom Alo**

Contributing Feature Reporter (Part Time)

**** Education

2016 EMBA in Technology & Operations IBA, University of Dhaka

2012 MBA in Marketing [CGPA: 3.44] FBS, University of Dhaka

2007 BBA in Marketing [CGPA: 3.55] IBA, Jahangirnagar University

2002 HSC (Science) [797 Marks] Notredame College

2000 SSC (Science) [841 Marks] Anjuman Govt High School

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| Professional Certification  **Brand Management Masterclass** (2010)  by Bangladesh Brand Forum  (May 2010 to Nov 2010) |
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| Major Campaigns  ■ Shob Ache Ekhanei-prothom-alo.com  ■ Magazine Subscription ■ Bodle Jao Bodle Dao ■ Deshke Ma er Moto Bhalo Bashun ■ Bishwa Cup Er Matobbor  ■ Page 6 ■ Bishwa Jure Bangla – Bishwa Jure Prothom Alo ■ Kalker Prithibita Amader Hobe ■ 1 Kotite Prothom Alo |
|  |
| Events & Activation  ■ Meril-Prothom Alo Award ■ GP-Prothom Alo iGen ■ Math Olympiad  ■ Page 6 ■ Sports Award ■ Bornomela ■ Bridal Festival ■ Kianondo |

Training & Workshop

■ Training on Crowedsourcing by Google in Google HQ, USA (2015)

■ 5 Workshops on Digital Revenue in India by WAN-IFRA and INMA

■ More 15+ online and offline trainings and workshops on Digital advertising, Sales, Subscription and alternative revenue streams

# **Leadership, Voluntary Engagement & Participation**

Remarkable Voluntary Work

■ I represented Bangladesh in the world's top leadership & knowledge sharing conference in Silicon Valley where my leadership model was instigated globally after it was showcased in front of Google's Developer community leaders from 110 countries.

■ Conceptualized and led 'Banglar Jonno 4 Lac' campaign in 26th March 2015. Engaged 10000 volunteers to create a world record by 7 lac contribution in Google Translate in a day.

■ Formed and led a countrywide voluntary network with more than 3000 volunteers from 32 Universities.

* Manager, **Google Developers Group Bangla** (GDG Bangla) from November 26, 2014; leading and coordinate Bangla developers issue in Google under supervision of Google SEA.
* Country Representatives in Bangladesh for **World Puzzle Federation** from 2012 to till date.
* Participapted and lead Team Bangladesh in World Sudoku Championship 2017 in Bengaluru. Became 21st among 35 countries.
* Participated INMA 2017 South Asia News Media Conference in Delhi
* Talked in over 30 leadership, skill dev and motivation sessions
* Participated in a series of semminars on Google technology and products by Google in SanJose, USA in 2016 for 5 days
* Full day audience management training by Google in San Francisco in 2015
* Ex-President of **MOVers** (Math Olympiad Volunteers) Central Committee from 2006 to 2009
* Ex Organizing Secretary, **Prothom Alo Bondhushova**
* Coordinator of **BD OSN** (Bangladesh Open Source Network)
* Executive member to the wiki group for **Bangla Wikipedia**
* Media and Publication Secretary of **Society for Popularization of Science in Bangladesh (SPSB)**

 References

**Mr. Saif Noman Khan** **Mr.** **Mahmudul Hasan**  
Assistant Professor Chairman

IBA, University of Dhaka Onnorokom Group

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