

# MEDHAD NASSER CHOWDHURY

Apartment-A5, House-10,Road-1,Block-D, Pallabi, Dhaka  
1216 | +8801744674270 | medhad.nasser.chowdhury@gmail.com

## CAREER PROFILE

A marketing veteran with relevant experiences of working as a Strategist, who utilizes creativity, leadership and teamwork to design and execute solutions that create customer value. Being part of a wide range of brand planning campaigns, I vouch myself to be Confident, Innovative and Versatile. Currently seeking a leadership role in a technologically driven business design in order to exercise my core competencies within the paradigm shift currently taking place in the Bangladesh's business arena

## EXPERIENCE

**April 2019 – Till date**

*Jamuna Group*

**Position: Brand Manager / Acting Head of Events and Activation**

**Brand: Jamuna Future Park**

### Responsibilities/Achievements:

- Designed the Strategic Plan in attaining GOAL 2021.
- Planned, directed and launched the first smart shopping mall app in Bangladesh. Jamuna Future Park App is the first phone app with an indoor 3D map navigation system.
- Complete digital planning encompassing GDN, Instagram, Website, App, Youtube and Facebook. Pretty much introduced Digital Marketing to the Brand.
- Hosted 67 events and activations from diverse genres in a span of 11 months.
- Creative Brains behind all the JFP TVC, OVC, Event, Magazines and E – commerce Website.

**March 2019**

*Rise Group*

**Position: Head of Marketing**

**Brand: Rise City Development Ltd. / Rise Properties Ltd.**

### Responsibilities:

- Led both the brand and sales team towards the short term goals of the both the companies.
- Built communication campaigns in both the online and offline channels in order to penetrate the heavily saturated industry.
- Introduced a complete digital business model for the properties company.
- Developed effective BTL events among the target niche in order to patronize their high involvement decision making process
- Introduced project initiating a real estate app with both C2C and B2C

**June 2016 – February 2019**

*Concord Entertainment Company Ltd.*

**Position: Senior Strategic Planner**

**Brand: Fantasy Kingdom Complex/ Xtreme Racing – Go Kart**

**Responsibilities:**

- Developed a marketing plan (1 year operational and 5 year strategic) for the brand Xtreme Racing - Go kart with successful implementation and returns.
- Strategic development of communication plans for both offline and online platforms including both ATL and BTL advertising Medias.
- Research based development of strategic moves in order to form joint ventures/alliances with prospective corporate brands.
- Development of digital campaigns for the brand along with coordinating with Advertisement Agency generating the most plausible productive execution.
- Keeping market intelligence along with the happenings in both the automobile industry and the market to generate financially feasible creative ideas
- Planning and executing all regular and newly built events targeting both B2C and B2B customer base.

**Achievements:**

- Developed multiple racing event brands which in the long run are planned to become the first racing scene in Bangladesh. Both Gulf Karting Championship and Mobil Kart Racing Championship has been penned, strategized, fund raised, implemented and executed by me. I am known as the “One Man Army”.

**August 2013 –February 2014**

*Carrotcomm Ltd.*

**Position: Apprentice Strategic Planning**

**Major Clients:** Banglalink Telecom Company, Western Union and Pran RFL Ltd.

**Responsibilities:**

- Managing clients and vendors through constant communication with various hierarchies of employees at both ends.
- Ensuring execution of communication strategy from the brainstorming part to the end tangible deliverables outcome.
- Managing events and activations in accord to the creative plan with high input of Human capital vested in action.
- Preparing creative and client brief; pitching briefs to two different set of perceptions and ensuring proper documentation of work.

**December 2006 – October 2012**

*NGe Inc.*

**Position: Executive – Events Planning**

**Responsibilities:**

- Development, production and delivery of projects from proposal right up to delivery.
- Delivering events on time, within budget, that meet (and hopefully exceed) expectations.
- Setting, communicating and maintaining timelines and priorities on every project.
- Communicating, maintaining and developing client relationships.
- Providing leadership, motivation, direction and support to your team.
- Being responsible for all project budgets from start to finish.

## EDUCATIONAL QUALIFICATIONS

September 2014 – October 2015

*MSc in Strategic Marketing*

**Coventry University, UK.**

**Research Grade:** 1 (Distinction)

**Overall Grade:** 2:1 (Merit)

**Relevant Courses:** Digital Marketing, Consumer Behaviour, Strategic Marketing Management, Consultancy Marketing Research, Service and Retail Marketing and Global Brand Management.

**Relevant Projects:**

- Secondary Research conducted on persuasion techniques in changing consumer attitude.
- Writing a professional research proposal for conducting a pre-launch marketing research in the UK market for the Canadian company Mark One.
- Developing and running a website for a span of 13 weeks on Digital Marketing (<http://the7marketeers.wix.com/digitalmarketing>)

**Skills:** Time Keeping Skills, Budget Management Skills and Organizational Skills.

September 2014 – October 2015

*Global Leaders Program*

**University of California San Diego, USA/Coventry University, UK.**

**Relevant Workshops:** Global Leader Institute Certification from UCSD, Linguae Mundi-Foreign Language Course, Global Awareness Workshops, ASSERT certification.

**Skills:** Networking Skills, Language Skills, Perception Skills and Interpersonal Skills.

August 2014

*IELTS*

**Overall Score: 7.5**

Speaking	Writing	Listening	Reading
8	7	8	7.5

May 2008 – December 2013

*Bachelors in Business Administration*

**North South University, Bangladesh.**

**Major:** Marketing (Concentration/ Dual Major in the same field)

**Relevant Courses:** Integrated Marketing Communication, Strategic Marketing, Service Marketing, Brand Management, Marketing Research, Sales force management, Distribution Channel, International Marketing, Consumer Behaviour and Direct Marketing..

**Skills:** Research Skills, Organizational Skills and Innovation Skills.

## INTERESTS AND ACHIEVEMENT

- 1<sup>st</sup> Runner-up in National Undergraduate Advertisement Contest called Ad-maker Bangladesh 2012 (Intra level)
- 4<sup>th</sup> position in National Undergraduate Advertisement Contest called Ad-maker Bangladesh 2012 (Inter level).
- Full time vocal in four music albums released from Fahim Music, Laser Vision, X Audio and T.A.

