

Asif Bin Azad

Marketer & Content Creator

Contacts



www.linkedin.com/in/asifbazad



asifbazad



BhaiBrothers

Skills & Achievements

ACHIEVEMENTS

- Digital Show Producer, conceptualist and Host for the most successful digital interview show, The Interview with ChotoAzad
- Pioneer of the YouTube community in Bangladesh- content creation, digital marketing sector & VOD

MARKETING AND BRANDING

- Problem solving, adaptability, collaboration, strong work ethic, critical thinking
- Expert at understanding consumer mindset
- Expert in creating Brand awareness
- Driving sales and traffic
- Experience in ATL, BTL & TTL
- Strategies, planning, directing, forecasting and team management
- Expert at Social Media Management (promotions, running campaigns and targeting right demographics)
- Influencer and artist management

Asif Bin Azad

House 13, Sector 14 Gausul Azam Avenue,
Uttara, Dhaka, Bangladesh 1230

+8801788788887

asifb.azad@gmail.com

An Intrapreneur. Passionate about marketing, branding and video-making. Specialized in hosting and delivering the right content to the target audience. Phenomenal communication and managerial skills, with years of experience made me a great team leader. Determined to keep up with the cutting edge marketing sector. With my expertise, knowledge and experience, I'm seeking an opportunity to add value to the company, resulting in a competitive advantage.

Experience

BhaiBrothers / YouTuber/ Content Creator

2014 - PRESENT, DHAKA BANGLADESH

- Making monetized / sponsored videos for YouTube
- Producing and Scripting contents : Skits, Pranks, Short Films, Music Video, Social Experiment
- Advertisements and Brand Endorsements

Digital Marketing / Promotion, Marketing, Activation, Production

2014 - PRESENT, DHAKA BANGLADESH

Few Notable Brands : Grameenphone, Banglalink, Coca Cola, Bongo, Fujifilm, Microsoft, Daraz, Apex, British American Tobacco Bangladesh, Huawei, Dan Cake, Noir, Plair, John Players Gold Leaf

- Creating Audio Visual (AV)
- Content Marketing
- Social Media Promotions
- Online and Offline Activation

Bengalis Do It Better / Founder

2019 - PRESENT, DHAKA BANGLADESH

- Interior Styling
- Digital Community for uprising Content Creators & Influencers

IT SKILLS

- Final Cut Pro: Intermediate at video editing, colour grading, audio, graphics
- Excellent at Microsoft Office & iWork
- Expert at presentation and pitching ideas
- Expert at Facebook and YouTube insights/ analytics
- Moderate with Google AdWords, Google trends
- Tech Savvy: great knowledge on understanding tech & its ecosystem

NOTABLE SKILLS

- Content Creation. Expert at strategies, managing, leading, producing shows & QC.
- Expert at making and editing commercials, promotional AV, web series, recurring shows & cinematic content
- Intermediate at SEO, mobile marketing, email and video marketing
- Intermediate at making podcasts (both audio and visuals)
- Expert at Interior Styling (Home Improvement and Modern Living)
- Good at making music, composing, mixing and background score
- Moderate knowledge on Graphics Art

AWARDS AND CERTIFICATES

- Honorable Guest Speaker as Digital Youth Influencer at Digital World 2017, event by ICT
- Honorable Guest Speaker and Youth Influencer for school conferences eg. Mastermind, Greendale, Notre Dame, etc (2016 - 2017)
- The Second YouTube Silver Play Button all over Bangladesh for BhaiBrothers (2015)
- Speaker Outstanding Performance Achievement at Philip Kotler's Seminar (2012)
- Project Leader, Leo Club of Dhaka Heaven Plus (2012)
- Best Speaker at Inter School Debate Competition (2008)

Bongo / Producer, Strategist & Digital Marketing

AUGUST 2015 - DECEMBER 2019, DHAKA BANGLADESH

January 2019

- Product Manager and Founder of Bongo Boom (Department for youth eccentric content as a subsection of Bongo, bringing all the renowned artist and content creators under one umbrella)

February 2018

- Founder of the Marketing department
- Produce Original Content
- Community Manager
- Produce Original Shows for VOD platform

July 2017

- YouTube Account Manager
- Manage uprising creators and labels and production distribution
- Social Media Marketing
- Managing channels and promotions under MCN
- Making Originals for the platform (Scripting - Post Production)

August 2015

- Advisor and Artist Management
- Production Distribution
- Career Consultancy
- Artist for Project Based Shows
- Content Creation

Hosting and Anchoring

2014 - PRESENT, DHAKA BANGLADESH

Few notable shows and events

- Banglalink Next Tuber Season 1 Judge (2017)
- Banglalink Next Tuber Season 2 Host (2018)
- Hosted an ICC Cricket World Cup Show in BD (2015)
- Hosted Red Carpet of Lux Channel i Superstar (2018)

The Frame Production / Creative Director

2009 - 2013, DHAKA BANGLADESH

- Directing Fashion Oriented Shows
- Creative Director
- Designing Sets & Location

Languages

Excellent in reading, writing & speaking English and Bangla

Tutoring Commerce & English Studies

2005 - 2009, DHAKA BANGLADESH

- Coaching from Home: Tutoring Grade 8 to A levels
 - Subjects taught: Business, Commerce, Accounting & English
 - Taught over 340 students, in batches; home coaching
-

Education

North South University / BBA

GRADUATED IN 2016

Major: Marketing and International Business

CGPA of Concentration on *Marketing*: 3.0 (on a scale of 4)

CGPA : 2.5 (on a scale of 4)

A' Levels

2011, Private Candidate

Subjects : Accounting, Economics, Business Studies

GPA: 3.6 (on a scale of 5)

O'Levels/ Private Candidate

2009, Private Candidate

Last School Attended: MASTERMIND Dhaka

Subjects : Math B, English, Bangla, Economics, Accounting, Commerce

GPA: 3.8 (on a scale of 5)