



ADIBUZZAMAN CHOWDHURY



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About Me

Highly work-oriented and determined to finish tasks as instructed and promptly. Innovative and enthusiastic about engaging in any opportunity and create new ideas spontaneously. Eager to learn from surrounding and apply to needed areas in order to grow and become proficient.

Work Experience

Specialist, Campaign Management, Brand & Market Communication, Market Operation Division Robi Axiata Limited

Feb 2020 - Present (6 months+)

- Responsible for developing and maintaining a distinctive, differentiated and engaging product campaigns through all across media.
- Responsible for creating digital contents of Robi and My Robi Winbacks, Robi Ghechang Store, Roaming, My Sports, Splash, GoonGoon, Robi TV+ and Health Plus.
- Responsible for creating POSM (Print Media) contents of Robi Voice and Data products.
- Responsible for creating branding strategy of products in every quarter.
- Communicate with agencies for creating creative contents.
- Receive campaign briefs from product managers and work on the brief to make the campaign more innovative, distribute the creative works to agencies and maintain the timeline for successful campaign launch.

Corporate Attachments

Intern, Human Resource Business Partnering & Digital Operations, Human Resources Division Robi Axiata Limited

Sep 2019 - Jan 2020 (5 months)

- Leading the “Robi Internship Program” by maintaining Database of other interns, keeping track of their attendance, making monthly salary sheet, preparing appointment and experience letter.
- Sorting out CVs from “Robi LinkedIn Recruiter Profile”.
- Communicating and scheduling interviews for recruitment process.
- Facilitating the onboarding or orientation program of the new joiners.
- Keeping “Robi Database Management System (RDMS)” updated.
- Assisting in “Employer Branding”. Successfully arranged the “Industrial Visit of IEEE-BUP & KUET” at Robi Axiata premises.
- Assisting supervisor to arrange and facilitate “MAD Hour Sessions”.

Co-Curricular Activities



Founding Treasurer

Marketing and International Business Club of North South University

Jul 2019 - Present (1+ year)

- Making budgets of events, programs and recruitment.
- Keeping track of all the financial transactions.
- Dealing with the accounts department regarding adjustment, reimbursement, proposed and closing budget.
- Managing database of members and participants.
- Arranging "Skill Development Programs (SDP)" for members.
- Organized "Recruitment 1.0"; interviewed 150+ candidates.
- Organized, designed, planned, and led "Amelior:Athena" – an event based on "Women Empowerment".
- Designed a new 360 Degree Marketing competition named "Maestros of Opsonatus" which will take place after Covid19 Pandemic.



Sub Executive Body Member

The Marketing Club of North South University

Nov 2018 - Jul 2019 (9 months)

- Organized "Hashtag Marketing V.4", "Elemental V.3" – 'Interactive Grooming Sessions' and "Spring Recruitment'19".
- Led the Database Team, Booth Management Team & Publications Team during the events.
- Interviewed 100+ candidates in the "Spring Recruitment'19".



General Body Member

The Marketing Club of North South University

June 2017 - Nov 2018 (1 year 5 months)

- Organized "Hashtag Marketing V.3", "Elemental V.2" "Unofficial Recruitment'18" and "Official Recruitment'18".
- Worked in Database Team, Booth Team, and Operations Team.

Education



North South University

BBA - Marketing and Human Resource Management, CGPA- 3.72

2016 - 2019



Dhaka College

Higher Secondary Certificate (HSC), Science, GPA - 5.00

2015



Motijheel Government Boys' High School

Secondary School Certificate (SSC), Science, GPA - 5.00

2013



Motijheel Government Boys' High School

Junior School Certificate (JSC), GPA - 5.00

2010

Licenses & Certifications



Create A Brand Strategy - LinkedIn



Graphic Designing and Freelancing - Spade Academy



Excel Boot Camp (Advanced Microsoft Excel) - North South University



The Fundamentals of Digital Marketing - Google Digital Garage



Advanced Branding - LinkedIn



Learning Design Thinking: Lead Change in Your Organization - LinkedIn



Human Resources: Payroll - LinkedIn



Branding Foundations - LinkedIn



Scrum: The Basics - LinkedIn



Leading at a Distance – LinkedIn

Honors & Awards

- **Magna Cum Laude** - North South University
Award for graduating with a CGPA above 3.65.
- **Certificate of Appreciation** - The Marketing Club of North South University
Received total 7 appreciation certificates from the club for organizing 4 events and 3 recruitment sessions.
- **Semi Finalist** – HR Calibration 2.0
Competed against 317 teams

Skills

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|--------------------|----------------------|--------------------------|
| • Brand Management | • Telecommunications | • Social Media Marketing |
| • Graphic Design | • Marketing Strategy | • Digital Marketing |
| • Management | • Human Resource | • Communication |
| • Social Media | • Marketing | • Research |