

Tasnuva Farha Nishi

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Objective:

To learn the synergies between academic & professional knowledge and leverage it to make the choice of the career which will facilitate the organization to accomplish its goals.

Experiences:

Bengal Group of Industries

Brand Executive (January, 2018 – October, 2019)

Look after the portfolio of Plastics Furniture Household products and Industrial organizer.

My responsibilities includes:

- **Brand Strategy:** Developing strategies and managing marketing campaigns across print, broadcast to ensure that products and services meet customers' expectations and to build the credibility of brands.
- **ATL Activities:** Assisting and organizing different ATL activities, preparing brand marketing plan, media plan and other promotional strategy involved in the development of the company's long term planning.
- **Brand Communication:** Plan, execute, and monitor the different communication strategy to do product positioning & new launching. Follow-up overall development of POSM materials, brochures, catalogs, banners, packaging and various brand display.
- **Media Planning:** Developing and assisting different media planning along with media buying and budgeting.
- **Budget Management:** Managing and preparing yearly budget for advertising and promotional items.
- **Market Research:** Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends and product development.

Internship:

Bengal Pacific Private Limited

(May, 2016 – August, 2016)

Responsibilities: Develop and maintain public relation with the clients, design marketing communication campaign, presenting the product and quality to the clients.

Educational History:

- MBA (Masters of Business Administration), Independent University, Bangladesh (2019), Major: Human Resource Management, CGPA: 3.53
- BBA (Bachelors of Business Administration), North-South University (2015), Major: Marketing, CGPA: 2.65
- HSC (Higher Secondary Certificate), B.A.F. Shaheen College (2009), Business studies, GPA: 4.30
- SSC (Secondary School Certificate), Mirpur Girls' Ideal Laboratory Institute (2007), Business studies, GPA: 4.44

Language & Additional Skills:

- Proficient in speaking, reading, & writing both English and Bengali.
- IT: Microsoft Word, Excel, Microsoft Power Point.

Extracurricular Activities:

- Hosting Dealer Conference'2018 of Bengal Polymer Wares Limited.
- General member of Leading Green Youth Org.
- General member at North South University NSU SS (Shangscritic Shongothon) CLUB .

References:

- Syeda Ashrafun Nahar Sumi, Manager, Bengal Pacific Private Limited, Niketon, Gulshan: 1, Dhaka: 1212.
Contact no: 01745772432
Email: sumi@bengalpacific.org
- Md Ali Akram, Assistant General Manager (AGM), Operation, Bengal Polymer Wares Limited, 75 Gulshan Avenue, Gulshan: 1, Dhaka: 1212.
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