

Tanjive Hasan

Asst. Manager, Brand & Marketing

A Business Graduate from North South University (NSU SBE). Results-focused brand persona with a thorough understanding of brand planning, product launching, formulating strategies, direct marketing, social media marketing, content marketing, customer engagement, community building strategies, planning and coordination branding activities.



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WORK EXPERIENCE

Asst. Manager, Brand & Marketing. Tasty Tibet LTD.

02/2019 – Present

Dhaka, Bangladesh.

Tasty Tibet brought the age-old heritage of Tibetan food(MOMO) into Bangladesh. The age-old recipe, the exotic spices and the secret sauces are all genuine. Concocted by a family of Tibetans with deep roots and ties to ancient Tibet.

Tasks

- Assist brand planning and formulate long-term brand strategy in order to achieve company's core business objectives and Monitor media executions, measure campaign performance and prepare way forward for future actions. Provide necessary information to develop new product planning, supervise R&D and bring solution to the market. Analyze market condition, initiate consumer research and take corrective measure in brand marketing activities and co-ordinate the development and production of advertising and promotional support materials.

Contact: Sabbir Rahman Tanim(Managing Director) – +8801713190002

Social Media Coordinator. Windmill Advertising LTD.

07/2019 – Present

Dhaka, Bangladesh

A complete 360 advertising agency.

Tasks

- Being a part of this agency, i successfully organized Miles 40 years anniversary grand celebration program as a media coordinator for the whole program & also maintaining their various on going projects ATL & Digital media promotion.

Contact: Sabbir Rahman Tanim(Managing Director) – +8801713190002

Senior Account Executive Carrotcomm.com

11/2018 – 01/2019

Dhaka, Bangladesh

Carrot is a Full-Service Advertising Agency who accelerate their clients' reputation to help meet their business objectives.

Tasks

- Build and maintain strong, long-lasting customer relationships. Ensure the timely and successful delivery of our solutions according to customer needs. Build positive and productive relationships with clients and liaise information correctly to senior management.

Contact: Taufiq bappi(Brand Manager) – +8801841499920

Senior Executive- Brands & Communication CSR Axis LTD.

01/2018 – 10/2018

Dhaka, Bangladesh

CSR Axis is a Digital agency in Bangladesh that provides arrays of services in order to craft meaningful communications.

Tasks

- Manage the activities and deliveries of digital marketing accounts based on client briefs and pre-developed strategies. Assist in planning short term and long term marketing and promotional activities for different clients, delegate creative and strategic works to respective teams and ensure timely and quality delivery. Maintain client relations and prepare campaign proposals and presentations and Implement different production related tasks (Video Production, Photo shoot Production etc.)

Contact: Elmy Tabassum(Assistant Manager) – +8801729002668

EDUCATION

Bachelor of Business Administration(BBA).

North South University, Dhaka

08/2012 – 01/2018

Major in Marketing.

Higher Secondary Certificate

Dhaka Imperial College, Dhaka

06/2010 – 05/2012

Business Studies.

Secondary School Certificate

Ati Panchdona High School

01/2005 – 03/2010

Business Studies.

SKILLS

Brand Building

Content Making

Formulating Business Strategies

Lead Generation

Social Media Marketing

Event Management

Customer Engagement

Trend Analysis

Executing marketing campaigns

EXTRACURRICULAR ACTIVITIES

Founder Executive Body (EB) member (01/2016)

NSU ETHICS CLUB

GM(General Member) (03/2013 – 09/2013)

NSU SSC– North South University Social Service Club

Coordinator of Dinajpur trip (12/2016)

PROJECT COMBOL: A Seasonal(Winter) Volunteer Organization
(Dhaka)

SOFTWARE

MS WORD

MS EXCEL

POWER POINT

CANVAS

ADOBE LIGHT ROOM

ADOBE PHOTOSHOP

SPSS

HONOR AWARDS

Best CR in the year 2011

Dhaka Imperial collage

Gold Medalist for outstanding result 2012

Dhaka Imperial Collage

Best CR in the year 2009–10

Ati Panch Dona High School.

Gold Medalist for Junior Scholarship (General
Grade) (01/2005)

Ati Panch Dona Primary School.

LANGUAGES

Bangla

Full Professional Proficiency

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

INTERESTS

Travelling

Reading

Bike Riding

Community Involvement

Pet Care

Copy Writing

Gadgets

REFERENCE

Sabbir Rahman Tanim, MD

“Windmill Advertising LTD.”

Contact: +8801713190002