

MD. THASHIN ISLAM

Address: 14, Gobindo Das lane, Armanitola 1100, Dhaka

Mobile No 1: 8801302602085

Mobile No 2 :57317652

e-mail : thashin.onto@gmail.com



Career Objective:

To become a brand story teller along with maintaining a secure position in branding and marketing as a career. Work to meet the organizational goals and objectives with integrity and zest.

Career Summary:

Over four years of experience in marketing industry and has worked for new product development, formulating brand vision, communication planning and growth strategy for companies. Worked with all marketing related functions including spearheading many product innovations, communication strategy development, trade marketing and manage consumer and trade activation.

Fields of Specialization

- Brand Communication
- Supply Chain Management
- Product Development
- Product Costing and
- Business Profitability Analysis.

Employment History:

Total Year of Experience: 4.5 Year(s)

1. Assistant Manager, Brands (November 1, 2018 - Continuing)

IFAD Multi Products Limited

Company Location: Dhaka

Department: Brand Marketing

Duties/Responsibilities:

I am responsible for strategically restructuring the overall business process. My primary job is to analyze present business model and look for business growth opportunities and simultaneously creating strong brand equity for sustainable growth.

The brand mainly I am looking into are Eggy Instant Noodles, Ifad Flour and Ifad Biscuits. Also I have to arrange different consumer centric surveys for IFAD Commercial Vehicles to acknowledge the brand perceptions for Ashoke Layland.

2. Assistant Brand Manager (July 1, 2016 - October 31, 2018)

Advanced Chemical industry

Company Location: Dhaka

Department: ACI Food & Commodity Brands

Duties/Responsibilities:

I was in the Edible Oils Section of the department, responsible for smooth distribution, sales target achievement and marketing communications of ACI Nutrilife Rice Bran Oil & ACI Pure Soybean Oil. Also included in my tasks is preparing and implementing an appropriate marketing plan for ACI Nutrilife Rice Bran Oil and monitoring of national sales achievement against the budget as well as the target in respect of volume and turnover to evaluate individual depot performance. I also prepare and update the costing with the price changes of raw materials and other parameters and always look out for reducing costs. Also work for product line extension and brand extension for ACI Edible oils Limited.

3. **Product Executive (September 1, 2014 - June 30, 2016)**

Advanced Chemical Industries

Company Location : Dhaka

Department: Marketing

Duties/Responsibilities:

My primary job required me to extensively carry out market research to gather information about competitors and consumer behavior. I've carried out multiple activations and campaigns for ACI Nutrilife Rice Bran Oil. I also implemented monthly promotion plan as per the promotional budget and monitored the impact of the promotional activities minutely.

4. **Planning Executive (October 1, 2013 - March 30, 2014)**

Verb Events limited

Company Location: Dhaka

Department: Brand and Communication

Duties/Responsibilities:

Engage with 3rd party brand communication. Successfully done BTL activation for Partex Groups, ACI Consumer Brands, Danish Foods Products and Sajeeb Groups.

Special Qualification:

- Moderate exposure to Adobe Illustrator and Photoshop
- Skilled in MS Excel (advanced level 2) and MS Power Point
- Basic knowledge on MS Access and SPSS

Academic Qualification:

Exam Title	Concentration	Institute	Result	Pas. Year	Duration	Achievement
Bachelor of Business Administration	Marketing and Finance	North South University	CGPA:3.46 out of 4	2014	4 year	25% tuition waiver

Training Summary:

Training Title	Topic	Institute	Country	Year	Duration
Advanced MS Excel	Microsoft Excel	ACI	Bangladesh	2014	1 month

Reference (s):

Reference: 01

Name : Fazle Rabbi
Organization : Ifad Group
Designation : Assistant General Manager
Mobile : 88 01815416831
E-Mail : fazle99@gmail.com

Reference: 02

Moinur Rahman
ACI Limited
Business Manager
8801730359600
tuhin@aci-bd.com