



ASFAQ AHMED

Brand Development & Business Planning Professional

Mobile: +88 01708522724,

+88 01913635192

E-mail: asfaqovee@yahoo.com.

Linked In: www.linkedin.com/in/asfaqovee

SAMSUNG



Career Objective

As a Brand Development & Business Planning professional, I would like to explore my career in the relative field where I do believe that my dedication, knowledge, and strategies with the unique ability to understand the ongoing market scenario and customers trends using all sources of multiple Media & Business related strategies that increase brand awareness, promote customer engagement and ultimately increase market share.

Career Achievements (from 2015 – Continuing)

- Successfully Planned and launched **2 International Brands (Secret Recipe & Hyundai)** in Bangladesh that increased market share from **10% to 40% in 3 years**
- Developed a short- and long-term business plan for the brand that addressed **Market Gaps, new markets, distribution strategy and profit estimates**
- Reduced annual media spending by **16% through negotiating with agencies**
- Increased **brand awareness to 25% and publicity awareness to 58%**
- Created **marketing campaigns with 4.4/5.0** acceptance rate by our clients (**Google Form based Satisfaction Survey**).
- Assisted with **product forecasting and program budget tracking**. Determined **sales expectations**. Complied and **analyzed data to measure the success of products in test markets**.
- Successfully **Developed Website & Hybrid App Development Guideline for Secret Recipe, FairMart & Hyundai BD**.
- Monitor market trends and oversee advertising and marketing activities to ensure the right message is delivered for the Brands
- Developed Partnership and end-user marketing collateral and programs that promoted the value proposition
- Initiated **new sales coverage strategy with the support of sales management**
- Worked closely with **global managers to ensure brand was effectively penetrating international markets**

Professional Experiences (from May, 2017 – Continuing)

Sr. Executive, Business Development, Fair Group (Manufacturer & National Distributor of Samsung Mobile & Electronics)

Responsibilities:

- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities of new Business
- Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.

Education

NORTH SOUTH UNIVERSITY

MBA, (2017 – 2019)

Major: **Marketing & HR**

NORTH SOUTH UNIVERSITY

BBA, (2010 – 2014)

Major: **Marketing & Finance**

Govt Science College

HSC, 2009

Major: **Science**

Ideal School & College

SSC, 2007

Major: **Science**

Personal Attributes

- Goal-oriented, organized team player with strong leadership capabilities.
- Confident in producing work across multiple platforms
- Would like to accept challenges.
- Ambitious and self-learner.
- Honest, punctual and disciplined.
- Proactive, positive and hard working.

Professional Skills

Business Planning	●●●●●
Brand Management	●●●●●
Brand Communication	●●●●●
ATL & BTL Campaign Plan	●●●●●
Sales & Marketing-FMCG	●●●●●
Data Analysis.	●●●●●
Supply Chain Mgt.	●●●●●

- Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations by examining risks and potentials
- Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Prepares & Involves in Primary HR Plan & Recruitment.

Add. Responsibilities, Brand Analyst, **Hyundai BD, Fair Mart** (Ecommerce Market Place) & **Secret Recipe BD**, Concerns of **Fair Group**:

- Initial Business planning & Brand Development.
- Developing and Implementing **Digital marketing strategies**
- Preparing plan to increase market share, developing sales forecast and maintaining coordination for smooth operation.
- Monitoring Advertisement & other Marketing campaigns (ATL & TTL) in all relevant media and ensure effective media exposure.

Management Trainee (Marketing), **MGH Group** (From July, 2016 – March 2017)

- Reporting sales and campaign results
- Organizing and maintaining sales collateral.
- Sales forecasting for goal setting, using past data and indicators
- International Marketing.
- Import & Export of Business

Career Summary

- Sr. Executive, Business Development at **Fair Group** (May 2017- Cont.)
- Brand Analyst at **Hyundai BD, Fair Mart & Secret Recipe Bangladesh**, Concerns of **Fair Group** (June 2017 – Cont.)
- Management Trainee at **MGH Group** (July'16 – March'16)
- Marketing Executive at **Golden Button (SN & Bets) Trading Ltd** - (May 2015 - June 2016).
- Executive, Business Development at **Humac Lab Ltd.** (Dec 2014 – April 2015).
- Internship at **Bank Asia Ltd**
- Marketing Executive (Part Time) – **Geeky Social**

Computer & Other Skills

- Sound knowledge on MS Office Program, Ad-Making, Video Editing in Corel video studio pro & HRIS Software
- Tech Savvy

References:

If you want to know more about me you can contact with these persons:

Dr. M. Khasro Miah

**Professor, MBA & EMBA Program,
North South University
Post-Doc. Northeastern University,
USA**

Ph.D. Nagoya University, Japan

Email: khasronsu@gmail.com

Phone: +880 1755593901

Syed Bayzid Hasan

Manager, Marketing, Xiomi BD

Email: mgtatiub@gmail.com

Phone: +880 1777743743

Extra- Curricular Activities

- Operation Executive of NSU SPORTS CLUB (2013-2014)
- In 2012 & 2013- Finalist of AD. MAKER- at North South University
- In 2011- Finalist of BIZ-MAESTROS, NESTLE BLUE-TIE
- In 2011- Finalist of SOCIO CAMP at North South University

Training & Other Achievements

- In 2012 -Done workshop of AD-MAKING in NSU with famous ad-maker AMITAV REZA
- In 2012-2013 -Done workshop of “BANGLALINK GRAND MASTER COMPETITION”
- In 2011, 2012, 2013 -Done workshop with many corporate icons at “NSUER’S MEET THE CORPORATE ICONS”.
- In 2012- Intra-NSU Add making competition finalist.
- In 2006-Champion of intra-school debate competition and selected as a best speaker & was a team leader.
- In 2006-Champion of intra-school football tournament & selected as best player.
- Sound knowledge on Bangladesh Labor Act-2006, Amendment act -2013 and Bangladesh Labor Rules-2015