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MOHAMMED TAIABUR RAHMAN

PROFILE

Decisive Marketing professional with 13 years of experience driving company growth through creative and innovative strategies. Resourceful team leader skilled at analyzing market trends and customer needs to develop highly effective and targeted marketing campaigns. Seeking to leverage Head of Marketing role.

SKILLS

Business process management, Brand development & Lead generation, Integrated marketing, Research and data analytics, Budgeting and fund management, Product portfolio management, Market intelligence, Strategic partnership, Multi-level interactions, Team leadership and building.

EXPERIENCE

Edison Real Estate Limited — *DGM & Head of Marketing*

July 2019 – Present

- Business strategy development for becoming the most trusted and respected real estate company in Bangladesh
- Overseeing marketing department, lead generation and brand building functions
- Formulating out of the box product strategy that ensures fastest scalability of real estate business
- Achieved 3x growth in revenue in just 6 months making the SBU the fastest growing

Edison Group (SYMPHONY Mobile) — *DGM & Head of Marketing*

December 2019 – June 2021

- Develop marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; and monitoring the competition.
- Obtain market share by developing marketing plans and programs for each product and directing promotional support.
- Provide short- and long-term market forecasts and reports by interpreting market data. Influences present and future products by determining and evaluating current and future market trends.
- Manage all ATL, BTL & Digital activity including online marketing strategy & execution, media & public relations, retail branding and below the line sales promotion.

- Achieve financial objectives by preparing an annual marketing budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
- Monitor, evaluate and guide the performance of 3000 classified outlets countrywide by ensuring logical product placement, brand visibility and in store promotional activities.
- Decide brand strategy, including the setting of style guides, brand vision and value proposition for short as well as long term.

LaborVoices Inc (A Silicon Valley Tech Startup) — Marketing Manager

October 2015 - November 2019

- Built brand awareness and generate leads while managing internal and external marketing campaigns and programs
- Tripled business in 2 years by effectively managing new product and program introduction
- Led cross-functional team through product development lifecycle and strategic planning functions for new release of SAAS product, generating over \$ 200,000 in sales
- Strengthened product branding initiatives by developing communication campaigns, promotional materials, and market intelligence for Bangladesh market to maximize outreach

ACI Limited, Dhaka — Brand Manager

March 2015 - September 2015

- Drove brand development, maintenance and optimization while working closely with sales workforce to effectively align products with consumer demands
- Planned, implemented and tracked sales and marketing strategies to promote brand products
- Positively impacted product relevance through careful distribution, merchandising and display techniques

LG Electronics Singapore Pte,Bangladesh Branch — Sales & Marketing Manager

December 2013 - February 2015

- helped launch & scale the Mobile Communication Equipment business and managed partnership programs with the International Cricket Council, Good Neighbors Bangladesh, ICDDRDB, and others to advance community development, women's empowerment, children's rights, and sustainability.
- Achieve growth and hit sales target by successfully managing the sales team and channel partners
- Design & Implement a strategic business plan that expands the company's customer base and ensure its strong presence
- Own recruiting, objective setting coaching & performance monitoring of sales representatives
- Recommending the nature and scope of present & future product lines by reviewing product specifications & requirements
- Determining product pricing by utilizing market research data; reviewing production & sales costs;anticipating volume.

Edison Group — Deputy Manager, Marketing

October 2012 - November 2013

- Managed a team of customer-focused marketing executives, challenged to design a winning marketing plan for the market leader brand “Symphony” mobile handset

- Led all aspects of market research, competitive analysis, trend analysis to evaluate the effectiveness of advertising efforts and existing promotional initiatives. Implemented innovative marketing plan development tools and ROI tracking processes designed to increase competencies, quality and productivity
- Initiated the expansion of marketing areas and oversaw all advertising, promotions, public relations and marketing communications designed to increase visibility and promote brand equity
- Measured brand's health and worked closely with sales team for insights and support
- Increased competitive edge by introducing new technologies and creating interactive products (first ever device app store). Led all aspects of R&D, market research, competitive analysis, new product design, testing and launches.

Cogito Marketing Solutions Ltd — *Key Account Manager*

May 2011 - September 2012

- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities
- Identified and qualified customer needs, developed sales strategies and negotiated and closes profitable projects with 100% success rate
- Collaborated with media representatives to optimize coverage of special events

Interspeed limited,Dhaka — *Sr. Account Executive*

February 2009 - April 2011

- Maintained information and client satisfaction for high-profile accounts worth up to BDTK. 10 Crore (Citycell, Banglalion, EBL etc)
- Liaised between clients and support team to resolve issues quickly and effectively
- Created and implemented successful advertising strategies to boost Brand awareness and sales growth

EDUCATION

Dhaka University — *MBA*

Session 2009 - 2010

First Class with CGPA 3.33

Business Studies Faculty, Department of Marketing

Dhaka University — *BBA*

Session 2004 - 2008

First Class with CGPA 3.31

Business Studies Faculty, Department of Marketing

INTEREST

Cricket, Big data computing, Artificial Intelligent, Programmatic marketing