



MD Sanvir Ahmed

CAREER

Total Year of Experience: 3year 8 months

1) Executive- Marketing (January 31, 2019 - Continuing) Dekko Group (Dekko Legacy Lifestyle Ltd)

Company Location: Rezina Garden HS# 67/A, Rd# 9/A(Old-19) Dhanmondi, Dhaka-1209

Department: Marketing

Duties/Responsibilities:

- Develop plan for all branding and communication materials
- Develop communication strategies with yearly marketing plan and execute accordingly.
- Develop promotional plan round the year as and when need basis.
- Develop ideas and designs of all communication materials related to all campaigns, events and activation programs considering social media.
- Plan and execute ATL related activities such as TVC, RDC, AV or documentary.
- Media scheduling, buying and execution plan for airing TVC and RDC as well as circulating on print and social media.
- Develop plan for outdoor advertising.
- Designing events activation programs.
- Supervise, review progress and deliver events & activation programs as per plan.
- Develop different campaigns depending on the needs of the brand and ensure execution.
- Develop plan for CSR related campaign and execute accordingly.
- Establishing and maintaining relationship with the agencies, print, electronic and social media for PR & Publicity.
- Co-ordinate and supervise agencies and vendors

2) Executive- Marketing (November 1, 2017 – January 28, 2019)

- **Hamid Fabrics Limited (A concern of MAHIN Group)**
Company Location: Hamid Tower (5th & 6th Floor), 24, Gulshan C/A, Circle-2, Dhaka-1212, Bangladesh
Department: Marketing

3) Executive- Sales& Marketing (December 01, 2016- October 31, 2017)

- **Capita Group (CapitaLand Development Limited)**
Company Location: Capita House 11 Plot3, Road 27, Block J, Banani, Dhaka, Bangladesh
Department: Marketing

ACADEMIC

Degree	Educational Institution	Major/ Group	Result	Passing Year	Board
Bachelor of Business Administration (B.B.A)	American International University- Bangladesh (AIUB)	Marketing	3.48 out of 4.00	2016	
Higher Secondary Certificate (H.S.C)	Ideal Commerce College, Dhaka	Business Studies	4.00 out of 5.00	2011	Dhaka
Secondary School Certificate (S.S.C)	National Bangla high School, Dhaka	Business Studies	3.63 out of 5.00	2009	Dhaka

SKILLS

- Microsoft Word, Microsoft Excel, Microsoft Power point & Fast Internet Browsing.
- Language: English (Professional), Bangla (Native)
- Experience using ERP system
- Strong interpersonal skills.

CONTACT

Cell: +8801672669198

+8801844506034

Email

Sanvir.ahmedbd@gmail.com

Address:

House: 1187, Road: 50(old)

Avenue: 12, Mirpur DOHS

Career Objective

To Achieve Professional Excellence's in the field of marketing profession in Bangladesh

Personal Details

Father's Name:KhondokeYousuf Ali

Mothers 'Name: Shamsunnahar Ali

Date of Birth: 1994-01-31

Religion: Islam

Nationality: Bangladeshi

REFERENCES

Tasnim Hossain

Manager, Marketing

Dekko Legacy Lifestyle Ltd

Cell – 8801711081416

Mr. Stanley Rodrick

Assistant Professor

American International

University–Bangladesh

Cell- 01673156395