

## Md. Mahfuzur Rahman

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Date of Birth: 28 August, 1994



### Career summary

A passionate Marketing Communications professional with experience in diversified fields including, key account management, content development & e-commerce operations.

### Skills

- Strategic Campaign Planning
- Brand Management
- Content & Copy development
- MS Power Point
- Adobe Illustrator

### Work Experiences

Year

**Mediacom Limited – Member of Square Group**

*April, 2018 – Present*

#### Account Executive, Client Relation

- Understand client's advertising requirements and submit the deliverables on time by collaborating with creative departments, production houses and others
- Develop strategic plans for clients

#### Clients:

- AFBL (Frutika, Farm Fresh),
- SFBL Local & International (Radhuni, Ruchi, Chashi, Chopstick, Aaram)

#### Campaigns

- Farm Fresh Pasteurized Milk “Khamar theke glass e”
- Frutika New Pack Launching
- Frutika Pure Soul Digital Campaign
- Farm Fresh UHT Thematic Campaign – (about to launch)

#### Cooking Shows Planning & Execution

- All cooking shows of Radhuni, from 2018 to 2020
- Farm Fresh Weekly New Recipe 2019

**Daraz Bangladesh**

*November, 2017 – April, 2018*

#### Junior Executive, Operations

- Lead a 12 members team to manage order processing operations
- Solve issues and errors (ex. product missing, wrong shipping, double UID)

**Intern, copywriting**

- Develop contents for digital platforms
- Write story, creative copy & post copy for different brands

**Educational Qualification****Year of passing****North South University**

BBA (Major in Marketing)

2017

**Abdul Kadir Mollah City College, Narsingdi**

HSC (Business Studies)

2011

**Hasnabad High School**

SSC (Business Studies)

2009

**Extra-Curricular Activities****Year****NSUCDC Annual Drama 'Molua Pala'**

2015

Responsibilities: Acting, playing musical instruments & performing at flash mob**Workshop Drama 'Bhooter Talk Show'**

2015

Responsibilities: Acting & stage setup**Courses****Year of certification earned/Course status****Presentation Skills: Speechwriting, Slides and Delivery**

2020

by National Research Tomsk State University on Coursera

**Number of Courses: 4****Negotiation, Mediation and Conflict Resolution**

2020

by ESSEC Business School on Coursera

**Number of Courses: 4****Advertising and Society by Duke University on Coursera**

2020

**Course Topics**

History of advertising; subliminal advertising &amp; ethics; sexuality in advertising;

**Google Analytics Certification by Google Inc.**

2017

**References**

<b>Cynthia McKinney</b> Lecturer, Political Science North South University Email: <a href="mailto:cynthia.northsouth.edu@gmail.com">cynthia.northsouth.edu@gmail.com</a>	<b>Md. Simon Islam Shawon</b> Account Director, Client Relation Mediacom Ltd.- Member of Square Group Mobile Number: +8801713851931 Email: <a href="mailto:simon@mediacombd.com">simon@mediacombd.com</a>
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