



**Mohammad Towhidul Huq Khan Tusher**  
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## Career Summary

- Working as **Assistant Brand Manager, PRAN-RFL Group**, Bangladesh from 10<sup>th</sup> March 2014 to present
- Worked at **BRAC Myanmar** and **BRAC Bangladesh** from June 2012 to January 2014 in Different positions
- Intern at **Unilever Bangladesh Limited**, under the close supervision of Mr. Tanzeen Ferdous Alam, Product group Manager, **Skin Care & deo, Brands**, from 12 July 2011 to 12 September, 2011.
- Worked as an Trainee Executive, Strategic Planning at **Cocktail Advertising Agency Limited**.

## Career Detail

- **Assistant Brand Manager, (RFL Plastics, Water & Glassware) Pran-RFL Group, Bangladesh from 10<sup>th</sup> March 2014 to present**
  - Responsibilities of managing **Drinkit Water Purifier**, **RFL household plastic products** (Jug, Storage, Baby ware, Stool), **JIM N JOLLY Toys**, **Crystal Glassware**, and **Milano Opalware**.
  - Develop marketing and communication strategy for assigned brand
  - Arrange creative support and outsource agency assistance
  - Making annual & monthly budget according to your Brand/Product wise to render all types of activities
  - Brand Planning & Implement (ATL & BTL activities) according to your TG based on demand & importance
  - Co-ordinate with New Product proper Launching, Packaging & labeling development
  - Trade & Consumer Promotional Plan & Implement
  - Design attractive promotional program for Dealer, Retailer & Consumer
  - Coordination with sales team and providing them support to achieve the sales target
  - Designing different trade promotion programs for sales support
  - Making amalnama (Sales VS Cost)making & posting to folder
  - Plan and develop activation campaign with the support of activation team
  - Making TVC, RDC, Online viral design for creating demand & execute timely in respective area
  - Study the delivered & undelivered, Short & excess report of product
  - Preparing electronic media schedule according to media budget & channel wise

- Market research and analysis of competitor activities & have continuous eye on competitors & their activities
  - Collection of GRP, TRP, CPRP, SOT reports accordingly & submit to HOM
  - Propose new product development based on the market research
- **Regional Operations Manager at Microfinance Program at BRAC Myanmar Microfinance CO, Limited.**
  - In Charge of Yangon Region
  - Initiated three branches in Yangon region
  - Supervised survey at three townships of Yangon
  - Market research for selecting potential market to extend the working area and opening up new branches etc.
- **Management Professional at Microfinance Program at BRAC, BRAC centre, Mohakhali, Dhaka.**
  - Worked on BRAC Myanmar Project.
  - Developed business Plan Development for Myanmar Project
  - Worked with DFID and BRAC Netherlands for funding of Myanmar Project
- **Regional Manager, Operation, Microfinance at BRAC Bangladesh.**
  - In-charge Satkhira Region and a portfolio of 53 crore taka.
  - Ensuring the achievement of disbursement target and realizing the money from the field
  - Setting the sales strategy for the each quarter.
  - Visiting field offices or branch offices at regular schedules to ensure the smooth going of the total process.
  - Market expansion by increasing borrower through different strategies
  - Ensuring the customer service through the Customer Service Assistant team
- **Management Trainee, Microfinance at BRAC Bangladesh**
  - Grass root level experience of sales operation  
Worked as a trainee in attachment with Regional Manager of Gazipur, Narshindi, Naogaon and Tangail
- Intern at **Unilever Bangladesh Limited**, under the close supervision of **Mr. Tanzeen Ferdous Alam**, Product group Manager, Skin Care & deo, Brands, from 12 July 2011 to 12 September, 2011
  - Market research and preparing reports for individual brands
  - Played role in the campaign "Friends of Rexona".
  - Participated the Think Big session every week arranged by the Brand team  
Competition analysis and developing the report.
- Worked as an Executive, Client Servicing at **Cocktail Advertising Agency Limited.**
  - Act as a liaison between clients and the agency and be responsible for the timely delivery of work by managing resources and coordinating efforts of teams
  - Help in formulating brand strategies and marketing communication plans together with the brand team
  - Develop understanding of client's business, including financials, targets, strategies, competitors, and market forces

## Education

**Masters of Business Administration (MBA)**  
2011

**University of Dhaka**

Major in Marketing

*CGPA-3.42/4.00*

**Bachelor of Business Administration (BBA)**  
2010

**University of Dhaka**

Major in Marketing

*CGPA-3.41/4.00*

**Higher Secondary Certificate (HSC)**

2006

**Rajuk Uttara Model College, Dhaka**

*GPA -5.00/5.00 Grade- A+*

Business Studies

**School Secondary Certificate 2004**

2004

**Uttar khan Union High School, Dhaka**

*GPA-4.81/5.00 Grade- A*

Science

## Language Proficiency

- Fluency in **Bengali and English** speaking, reading, writing and listening.
- Completed Junior Certificate **Chinese Language** Course from Institute of Modern Language, University of Dhaka.

## Research and Projects

- Jointly gone through market research with Katalyst on advanced packaging of vegetable and fish of local market with Plastics Creates
- Worked with ICDDR,B on their awareness development project of cleaning hands
- Had a research on market potentials of Glassware products in Bangladesh through BrnadVent Service provider.

## Training Received

Training Title	Topic	Institute	Country	Location	Year	Duration
Seizing The Future Level-1	<b>Leadership Development, Managing Self, Managing people</b>	BRAC & Enroute Management Consulting.	Bangladesh	BRAC CDM, Gazipur, Bangladesh	2012	5 Day
Training on Process Mapping and Risk Analysis	<b>Process Mapping and Risk Analysis</b>	MicroSave.	India	BRAC CDM, Savar, Dhaka Bangladesh	2013	5 Days
Seizing The Future Level-2	<b>Leadership Development, Managing Self, Managing people</b>	BRAC & Enroute Management Consulting	Bangladesh	BRAC CDM, Gazipur, Bangladesh	2013	3 Days

## Personal Detail

<b>Father:</b>	Md.Abu Taher Khan
<b>Mother:</b>	Hosne-Ara-Khan
<b>Date of Birth:</b>	13-04-1989.
<b>Nationality:</b>	Bangladeshi [By Birth]
<b>Religion:</b>	Muslim
<b>Marital Status:</b>	Single.

## Reference

**Arafatur Rahman**  
**Head of Marketing**  
**PRAN-RFL Group (RFL Plastics)**  
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