

# TAHMID HOSSAIN

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## OBJECTIVE

Dynamic and results-driven Brand & Marketing professional with a proven track record of leading teams to elevate customer satisfaction and drive revenue growth. Extensive experience in brand strategy, digital marketing, and cross-functional leadership. Adept at leveraging data-driven insights to enhance customer engagement and streamline operations. Committed to contributing to forward-thinking organizations by prioritizing creativity, continuous improvement, and sustainable business success.

## CORE COMPETENCIES

- Brand Management & Strategy:** Multi-Brand Portfolio Management, Brand Identity Development, Market Research & Competitive Analysis, Crisis Communication, Event Promotion & Planning.
- E-commerce & Web Operations:** Shopify Website Management, WordPress Customization, UX/UI Improvement, Product Listing & Inventory Management, E-commerce Sales Funnel Optimization.
- Performance Marketing:** End-to-End Digital Campaign Execution (Facebook, Instagram, Google, tiktok, LinkedIn Ads, YouTube), PPC Strategy, WhatsApp & Bulk SMS Marketing, Email Marketing (Mailchimp).
- Influence & Public Relations:** Influencer Collaboration & Management, Partnership Development, Public Relations (PR) Strategy, Reputation Management, Stakeholder Communication.
- Analytics & Technical Tools:** Performance Tracking & Reporting, Basic SEO (On-page/Off-page), CRM Management, Microsoft Office Suite, Google Workspace, AI Content Tools.
- Leadership & Professional:** Team Leadership & Mentoring, Strategic Planning, Cross-Functional Collaboration, Conflict Resolution, Customer-Centric Problem Solving.

## EXPERIENCE

- Future Destination Limited** February 2025 - Present  
**Assistant Manager – Brand & Marketing**  
**Brand Strategy & Development:** Develop and execute strategic brand plans to enhance market presence for Future Destination Limited and all sister concerns. Create growth frameworks for diversified industries including retail, pharmacy, food, real estate, and digital services.  
**Brand Portfolio Management:** Ensure unified branding across all entities, including SmartTech Properties, Cloud Cake & Foods, Lazz Pharma, BABULAND, MINI SO, Meena Bazar, and FDL Digital. Maintain alignment of brand voice and identity across digital, retail, and franchise operations.  
**Market Research:** Conduct in-depth competitive analysis and customer insight gathering to identify trends and opportunities, recommending strategies to strengthen competitive advantage.  
**Quality Control:** Create and enforce brand guidelines for visuals and tone, ensuring accurate representation across offline platforms, retail spaces, and franchise outlets.  
**Campaign Management:** Plan and execute high-impact digital and print campaigns to boost visibility. Oversee targeted ad campaigns on Facebook, Instagram, and Google.  
**Digital Asset Management:** Manage website UX improvements, content accuracy, and social media calendars. Supervise the creation of graphics, videos, and campaign visuals.  
**Performance Analytics:** Monitor metrics (reach, engagement, ROI) to drive data-driven improvements and provide monthly performance reports.  
**Stakeholder Relations:** Build strong relationships with media partners and influencers while managing reputation and crisis communication.
- Leading Edge** February 2024 - February 2025  
**Digital Brand Manager**  
**Digital Strategy & Growth:** Developed and implemented comprehensive digital strategies that enhanced overall brand presence and expanded market reach.  
**Web & E-commerce Management:** Managed all aspects of WordPress operations, including site updates, product uploads, and maintaining inventory accuracy.  
**Performance Marketing:** Executed high-impact PPC, SEO, Email, and SMS campaigns, significantly driving sales and lead generation.  
**Social Media & Content:** Oversaw daily content creation, posting schedules, and managed paid advertising campaigns across all social platforms.  
**Sales & Data Analysis:** Conducted detailed analysis of online sales data and market trends to generate performance reports and inform strategic adjustments.

**Campaign & Event Coordination:** Designed and executed seasonal promotional campaigns, coordinating marketing efforts for on-site events to increase visitor traffic.

**Brand Alignment:** Coordinated online branding efforts to ensure unified representation and consistency with the physical showroom experience.

**Customer Support Optimization:** Optimized the performance of the online support team to ensure high customer satisfaction and efficient service delivery.

- Hotel The Cox Today

June 2023 - January 2024

**Senior Executive - Online Marketing**

**Social Media Management:** Curated engaging social media content to promote hotel services, events, and seasonal packages.

**Ad Campaign Execution:** Planned and managed online advertising campaigns that successfully increased bookings and brand visibility.

**OTA Management:** Managed Booking.com profile, ensuring accurate listings, competitive pricing, and effective promotions.

**Partnerships:** Collaborated with local businesses and influencers to drive traffic and increase brand awareness.

**Analytics:** Tracked campaign metrics to optimize ad spend and strategy for maximum ROI.

- Chardike LTD

November 2021 - May 2023

**Customer Service - Team Leader**

**Team Leadership:** Mentored and managed the chat sales team, ensuring high engagement and adherence to performance standards.

**Strategy Development:** Created effective chat sales strategies that maximized conversion rates and customer satisfaction.

**Training:** Conducted regular training sessions to enhance product knowledge and communication techniques.

**Performance Monitoring:** Analyzed individual and team metrics to identify areas for improvement and implemented corrective measures.

- Purple Care LTD

October 2020 - October 2021

**E-commerce Digital Sales Executive**

**Sales Conversion:** Drove sales by guiding potential customers through the purchasing process via chat and addressing inquiries.

**Lead Generation:** Identified and qualified leads through effective engagement strategies.

**Product Expertise:** Provided detailed product and pricing information to assist customers in making informed decisions.

**Optimization:** Monitored interaction metrics to refine sales scripts and improve conversion rates.

- Genex Infosys Limited (foodpanda Project)

August 2019 - September 2020

**Customer Service Executive**

**Issue Resolution:** Identified and troubleshooted customer issues regarding orders and cancellations, ensuring timely solutions.

**Customer Engagement:** Interacted with customers via chat to provide service information and gather feedback for quality improvement.

**Cross-Team Collaboration:** Worked with internal teams to escalate complex issues and ensure customer needs were met.

## EDUCATION

- CREATIVE IT INSTITUTE

2023

Diploma in Professional Digital Marketing  
(Grade: A)

- ROYAL UNIVERSITY OF DHAKA

2021

Bachelor of Business Administration (BBA)  
(CGPA: 3.44)

- NATIONAL HOTEL & TOURISM TRAINING INSTITUTE (NHTTI)

2018

Certificate in Hotel Management  
(CGPA: 3.00)

- B.A.F SHAHEEN COLLEGE DHAKA

2017

Higher Secondary Certificate (H.S.C)  
(GPA: 3.75)

- KHILGAON GOVT. COLONY SCHOOL & COLLEGE

2015

Secondary School Certificate (SSC)  
(GPA: 4.44)

## LANGUAGE

- Bangla: Native

- English: Professional Proficiency

## DECLARATION

- I hereby declare that all the information given above is true to the best of my knowledge.