

Shadman Sakib

Communication Specialist

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Summary

Creative professional with over 5 years experience and a proven track record of successful projects/ campaigns from initial concept through completion. A result oriented team leader recognized for innovative online tactics and strategies for business acquisition and retention. Experienced in building cohesive teams with strong problem solving skills, able to manage time-sensitive projects with significant budgets. Proven success and awarded for developing, implementing and managing social/ new media campaigns resulting in business success.

Specialties: Communication, Brand Management, Advertising, IMC, Marketing

Experience

Manager- Strategic Communication at Spellbound

June 2012 - December 2013 (1 year 6 months)

- Function as a resource to and collaborate with sales and client relations
- Collaborate with key team members to execute the following:
 - Content Marketing
 - Digital Marketing, SEO
 - Loyalty Marketing
 - Direct Mail and Traditional Advertising
 - Product Marketing
 - Internal application marketing techniques
- Affiliate marketing programs from design to ongoing execution
- Develop and manage systems to measure the ROI of marketing activities
- Manage and expand online marketing and presence as deemed effective through use of online and social networking tools
- Manage website content, working with an external web development team to increase visibility and build client engagement
- Prepares and creates direct marketing, advertising, or other marketing/communication leveraging internal resources and as needed supplemental external resources
- Conduct and maintain market analysis for the purposes of refining messaging and making recommendations on business model/value proposition
- Leads and executes internal and external communication projects

Group Account Manager at Spellbound

September 2011 - May 2012 (9 months)

- Creating a portfolio of client accounts and monitoring the ongoing activities related to them.
- Managing, reviewing progress and delivering the client's advertisement projects.
- Conducting meetings with the clients as well as informing them about the current work status of their projects.
- Establishing relationships with new clients and maintaining and nurturing business relationships with existing clients.
- Monitoring work performance of colleagues and setting sales targets.
- Recruiting and training new account executives.

Specialist- Business Communication at Spellbound

January 2011 - September 2011 (9 months)

- Providing strategic recommendations and managing resources to ensure the Client's marketing needs are met.
- Applying consumer understanding of creative problems on assigned accounts
- Supervising and guiding the total creative effort for the projects of the creative teams.
- Monitoring the overall service and profitability of the assigned accounts.

Freelance Photographer at Self Employed

2009 - Present (4 years)

- Successfully completed 19 Campaign of AIRTEL BANGLADESH
- Project Photography & Publication Photo Stories for Swiss Contact Bangladesh
- Image contributor at GETTY IMAGE

Executive Editor of NSU NEWS at North South University

September 2009 - December 2010 (1 year 4 months)

- Coordinating the student reporters
- Sorting & editing finalized news

Asst. Creative Supervisor at Spellbound

October 2007 - December 2009 (2 years 3 months)

- Work with the account team, strategy team, and copywriters to develop concepts and present to clients
- Work with internal teams to generate ideas for pitching and proposals

Organizations

JCI Bangladesh Dhaka Central

Member
March 2011 to Present
<http://www.jcibangladesh.org/>
<http://www.jci.cc>

United Nations Youth and Students Association of Bangladesh

Member
January 2010 to Present
<http://www.unysab.org/>

NSU CANVAS CLUB

Founding member & General Secretary
June 2010 to December 2010

North South University Cultural Club

Core Member
June 2007 to December 2010

Dhaka College Science Club

Founding member
January 2006 to December 2006

Languages

English
Bengali

Skills & Expertise

Photography	Integrated Marketing	Brand Management
Adobe Creative Suite	Creative Direction	Online Marketing
Marketing Strategy	Marketing Communications	Brand Development
Advertising	Social Media Marketing	
Marketing	Social Media	

Education

North South University

BBA, Marketing & Human Resource Management, 2007 - 2010
Activities and Societies: Creative Club (NSU CANVAS), Cultural Club (NSUSS), Photographic Club (NSUPC)

Dhaka College

H.S.C., Science, 2004 - 2006
Activities and Societies: Dhaka College Science Club

Dhanmondi Govt. Boys' High School

S.S.C., Science, 1998 - 2004

Honors and Awards

GRAND PIX Winner for LSC HELLO GMAIL CAMPAIGN

Organized by Brand Forum Bangladesh

Order of Merit Holder in MAAW Global Academic Challenge 2010

Organized by Marketing Agencies' Association Worldwide, Minnesota, USA, October 2010

Runner Up in 3rd Inter University Promologic Championship

Organized by North South University, Dhaka, February 2010

Interests

Photography, Music, Travelling



Shadman Sakib