

# Shadman Sakib

*Communication Specialist*

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## Summary

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Creative professional with over 5 years experience and a proven track record of successful projects/ campaigns from initial concept through completion. Result oriented team leader recognized for innovative online tactics and strategies for business acquisition and retention. Experienced for building cohesive teams with strong problem solving skills, able to manage time-sensitive projects with significant budget. 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

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### **Manager- Strategic Communication at Spellbound**

June 2012 - Present (1 year 4 months)

- Manage company communications processes
- 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

### **Freelance Photographer at Self Employed**

2009 - Present (4 years)

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- Successfully completed 19 Campaign of AIRTEL BANGLADESH
- Project Photography & Publication Photo Stories for Swiss Contact Bangladesh
- First Vehicle Photography in Bangladesh for FORD Motors
- Campaign Photo shoot for VLCC INDIA
- Image contributor at GETTY IMAGE

### **Media Manager at OBLIQUE**

July 2006 - Present (7 years 1 month)

### **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.
- Identifying accounts whose revenue may be shrinking so as to address any 'at risk' customers and reach out to these accounts to ensure they are retained.
- 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.

### **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

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**JCI Bangladesh Dhaka Central**

Member

March 2011 to Present

<http://www.jcibangladesh.org/>

**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 Shangkreetik Shangathan**

Core Member

June 2007 to December 2010

**Dhaka College Science Club**

Founding member

January 2006 to December 2006

## Languages

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English

Bengali

## Skills & Expertise

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Photography  
Adobe Creative Suite  
Marketing Strategy  
Advertising  
Marketing

Integrated Marketing  
Creative Direction  
Marketing Communications  
Social Media Marketing  
Social Media

Brand Management  
Online Marketing  
Brand Development

## Education

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**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

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**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

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Photography, Music, Travelling

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**Shadman Sakib**