

MD ABDULLAH AL MAMUN.

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Career Objective:

I am an efficient result oriented marketing personal with achievements and eager to take up new challenges originating product categories, Applying my working experience to meet the challenges and fulfill the organizational goal in smooth way.

Career Summary:

Accomplished and self-driven team player with a proven track record in Events, Activation, marketing and communications - Below-the-line, both as client and agency management. Expertise in leading the innovation process for Brand Promotion, creation of marketing campaigns and steering the ensuing execution of marketing activation. Solid leadership skills able to build and guide to top-performing marketing teams. Adept at communicating with management, vendors, and internal departments.

Special Qualification:

Script writing for a foot drama. Presentation, MC & trainer for Events and Activation Campaigns, As a trainer for brand building, Events Management, Activation Organize, Social Work etc.

Employment History:

Total Year of Experience : 10.6 Year(s)

1. Manager, Media & Event. (May 2, 2019 - Continuing)

Jamuna Electronics & Automobiles Ltd

Company Location: Progoti Soroni, Dhaka.

Department: Brand

Duties/Responsibilities:

Establish and monitor performance benchmarks and media cost with agencies. ... Analyze media research as well as translate into strategy. Manage and maintain media budgets along with implement authorized plans, media payments and purchase orders. Develop relevant content topics to reach the company target customers. Create, curate, and manage all published content images, video, written and audio cast. Monitor, listen and respond to users in a Social way while cultivating leads and sales. Establish and monitor performance benchmarks and media cost with agencies. Evaluate media efforts results and prepare measures of success.

2. Sr. Manager-Client service & Operations-ATL & BTL. (February 1, 2018 - April 30, 2019)

Activist Communications Ltd

Company Location: House 82/1 (3rd Floor), Road 2, Block A, Niketon, Gulshan 1, Dhaka 1212 Dhaka, Bangladesh.

Department: ATL & BTL

Duties/Responsibilities:

Design and implement business strategies on ATL & BTL action plans and Operation procedures. Setting comprehensive goals for performance and business growth, establish policies that promote company culture and vision. Operation, daily works at all concerning executives Marketing, Productions, and Operations etc. Lead employees to encourage maximum performance and dedication for maximum outputs. Assist CEO in fundraising new and potential ventures. Manage relationships with business personnel, vendors, media and publications.

3. **Manager (January 1, 2017 - January 1, 2018)**

ctMRS Group

Company Location : Lalmatia ,Dhaka

Department: Project Management

Duties/Responsibilities:

Event planning and execution.BTL activation and communication. Proposing new campaign plan. Team management and monitoring. Execution planning. Monitoring the effectiveness of the campaign. Accomplish the campaign tasks within the specific deadline. Agency and vendor negotiation. Budgeting and financial control overall projects.

4. **Deputy Manager (January 1, 2016 - December 31, 2016)**

Dream Touch Events

Company Location: Banani,Dhaka

Department: Operations & Client Service

Duties/Responsibilities:

Plan share for event & Activation (BTL). Meeting to the client for bid of projects& the management also the operation team for the project, Discussion any problem of management of event activation sector. Share new idea with authority. Overall monitoring, suggestion to improve sale & achieve sale target, client service. Also another plan share with client for the new project. Brand development, Strategic Consulting, planning & execution including business plan & sales strategy development. Advising new businesses on formation of corporations and business structures, drafting privacy policies and structuring commercial transaction.

5. **Asst. Manager (January 1, 2015 - December 31, 2015)**

The Team Advertising Agency Ltd

Company Location : Elephant Road, Kataboon , Dhaka-1205

Department: Event & Activation

Duties/Responsibilities:

Plan share for event & Activation (BTL). Meeting to the client for bid of projects& the management also the operation team for the project, Discussion any problem of management of event activation sector. Share new idea with authority. monitoring, suggestion to improve sale & achieve sale target, client service. Also another plan share with client for the new project. Brand development, Strategic consulting, planning & execution including business plan & sales strategy development. Advising new businesses on formation of corporations and business structures, drafting privacy policies and structuring commercial transactions.

6. **Sr. Executive Project Operations. (January 1, 2013 - December 31, 2014)**

Interspeed Activation Ltd

Company Location: Gulshan-2, Dhaka-1212.

Department: Events & Activation

Duties/Responsibilities:

Meeting with the client & operation team for the project, route plan making, BP training, logistic provider vendor selection, Logistics buying & maintaining for projects. Activates follow up, field visit & monitoring, daily report checking & others management appointed activity done by on time.

7. **Officer Project Operations (January 1, 2010 - December 31, 2012)**

Asiatic Events & Activation Ltd

Company Location : Dhaka Bangladesh

Department: Events & Activation

Duties/Responsibilities:

Meeting with operation team for a project, route plan making, BP calling for project, BP training, team implement, arranged of all logistic elements from different vendors, team moving, activates follow up, field visit & monitoring, daily report checking & others.

8. Field Super, FS (January 1, 2009 - December 31, 2009)

Nelson Bangladesh Ltd

Company Location: Dhaka

Department: Research

Duties/Responsibilities:

Route plan making, BP calling for project, BP training, team implement To collecting daily data from field worker. Checking daily data & submit to authority also share local opinion about program.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration
M A	Arabic	Islamic University	CGPA:4.05 out of 5	2012	2010-2012
B A	Political Science	Islamic University	CGPA:3.83 out of 5	2009	2006-2009
HSC	Humanities	Baushmari Fazil Degree Madrasha	CGPA:4.33 out of 5	2006	2004-2006
SSC	Humanities	Dakkhin Ramkhana Rah matiya Dakhil Madrasha	CGPA:4.25 out of 5	2004	2002-2004

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Management, Client Service, Business Development	Ownership, Relationship, Innovation	HR Kaites	Bangladesh.	Dhaka	2013	3 Days

Career and Application Information:

Looking For	: Mid-Level Job
Available For	: Full Time
Present Salary	: Tk. 55000
Expected Salary	: Tk. 70000
Preferred Job Category	: Marketing/Sales, Media/Advertisement/Event Mgt.
Preferred District	: Anywhere in Bangladesh.
Preferred Country	: Australia, Canada, Germany, India, Italy, Saudi Arabia, Singapore, Thailand, United Kingdom, United States
Preferred Organization Types	: Banks, College, Advertising Agency, Event Management, Govt./ Semi Govt./ Autonomous body, NGO, Travel Agent, Immigration & Education Consultancy Service, Cosmetics/Toiletries/Personal Care, Clinic, Madrasa, Beverage

Specialization:

Fields of Specialization	Description
<ul style="list-style-type: none">Events & Activation ManagementBrand & Media CommunicationClient Service/ MarketingEvent/ Campaign CoordinationMarketing & CommunicationMarket ResearchAdvertising & Promotion	As a trainer for Events and Activation Campaigns, Client service for different brand promotion, MNH Program, IYCF Program, Child & Mother Care. Well known Advertising & Branding Events & Activation

Extra-Curricular Activities:

Script writing for drama & Presenter (MC) for any cultural program or Event, Direction for foot drama, SEO, Email marketing, Link building, Facebook fan page management

Language Proficiency:

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	Medium
Arabic	High	Medium	Medium

Personal Details :

Father's Name : Md Samsul Hauque.
Mother's Name : Meherjan Begum
Date of Birth : June 1, 1989
Gender : Male
Marital Status : Married
Nationality : Bangladeshi
National Id No. : 4916194147049
Religion : Islam (snni).
Current Location : Dhaka

Reference (s):**Reference: 01**

Name : M I Tito
Organization : Intromark Marketing Communication Ltd
Designation : CEO
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Reference: 02

Khaledur Rahman Jewel
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Professional