

SALEHIN CHOWDHURY



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Hs 360, Rd5,
Mirpur DOHS
01711 400111
salehinchowdhury@yahoo.com

ABOUT ME

I am expert on Global Brand Communications, Also have exposure on Branding Local Products and Services, have versatile experience on all segments of ATL and BTL Communications, along with B2B and B2C background in terms of Product, Service and Social Branding. I have special skills on Startup ventures Brand Formulation with cost effectiveness and high integrity.

EDUCATION

Mphil BUP (Continuing)
(TOPIC: Globalization Strategy of Bangladeshi Local Brands)

(2010 - 2012)

MBA (MAJOR IN MARKETING)
AIUB

(recipient of 'Magna Cum Laude Award of Academic Excellence')

(2000 - 2005)

B. Sc. in COMPUTER SCIENCE
AIUB

EXPERIENCE

12 Years of Experience on Brand, Communications & Marketing

Highlights:

(2018 - 2019)

IN CHARGE, MARKETING

OTOBI LIMITED

Planning a complete Communications Journey for a leading Local Furniture brand and to create Communications and Sales Strategy for the esteemed brand along with re launching plan.

(2017-2018)

HEAD of BRAND & COMMUNICATIONS

RUNNER AUTOMOBILES LIMITED

Planning a complete Communications Journey for a leading Local 2 Wheeler and 3 wheeler brand and to create campaigns

(2014 - 2016)

MANAGER, BRAND & MARKETING

THE PREMIER BANK LIMITED

To take the Second Generation Bank's Brand journey to the Next level

(2011 - 2014)

DEPUTY MANAGER, BRAND COMMUNICATIONS & MARKETING

THE CITY BANK LIMITED

Has handled American Express Brand in Bangladesh for long Also worked for PR, Outdoors, Events & General Banking Branding For the esteemed Brand

(2007 - 2011)

EXECUTIVE, MARKETING

BANGLACAT

Many of the elements of the Brand skeleton of Caterpillar, Bangladesh Was initiated by me

*Apart from above mentioned work experiences I have short term experience of working with **Abdul Monem Limited, Bengal Foundation, Jamuna Group, Amaze Corporation, Canadian University of Bangladesh, Lubnan Group and Cention Limited.***

REFERENCES

Mr. Mashrur Arefin- Additional Managing Director, The City Bank Limited

Chowdhury Nafeez Sarafat- Chairman, Canadian University of Bangladesh

K A M Mazedur Rahman, Ex-MD, The Premier Bank Limited

ARTICLES PUBLISHED

1. **LOCAL BRAND vs GLOBAL BRAND**
FINTECH
<http://www.fintechbd.com/>
(MARCH 2018)
2. **Inhouse or Agency: What to do ?**
BAZARZATKARAN
<http://www.bazarzatkaran.com/>
(APRIL 2018)
3. **START UP BRANDING & SOME OBSERVATIONS**
NEWSHOUR
<http://www.newshour.online/>
(SEPTEMBER 2018)
4. **MY OBSERVATION ON REBRANDING**
THE PAGES
<http://www.thepages.com.bd/>
(NOVEMBER 2018)
5. **FASHION HOUSES BECOMING FASHION BRANDS**
THE PAGES
<http://www.thepages.com.bd/>
(MARCH 2019)
6. **CAREER IN BRANDING**
NEWSHOUR
<http://www.newshour.online/>
(MARCH 2019)
7. **MADE IN BANGLADESH MOVEMENT**
NEWSHOUR
<http://www.newshour.online/>
(APRIL 2019)
8. **TIME FOR APPLIED MARKETING ?**
THE PAGES
<http://www.thepages.com.bd/>
(APRIL 2019)
9. **CAN A UNIVERSITY BE BUILT AS A BRAND**
NEWSHOUR
<http://www.newshour.online/>
(AUGUST 2019)
10. **HOW MARKETING WILL HELP THE DEALERS ?**
BAZARZATKARAN
<http://www.bazarzatkaran.com/>
(JUNE 2019)

SEMINAR/CLASS EXPERIENCES

Conducted Seminars/Classes/ Sessions as Special Speaker and Guest:

CAREER BOOTCAMP- United International University

PROSPECT OF AUTOMOBILES IN BANGLADESH- Ahsanullah University of Science & Technology

CV WRITING AND INTERVIEW SKILLS: University of South Asia

APPLICATION OF MARKETING: A CAREER PERSPECTIVE: - American International University Bangladesh

MARKETING FEST 2018: East West University