

**Md. Asaduszaman Fuad**

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**Career Summary:**

Over 8 years of experiences in Event Management, Advertising, Teaching FMCG marketing, customers’ relations, product promotion, BP and agency activity monitoring, managing sales and overseeing sales, project management, community based sales and promotion, training and awareness building of the sales and customers using interpersonal media.

**Employment history**

**Employer** : **Channel F2 Events, Bangladesh (Joint venture with India)**

**Job Title** : **Chief Executive Officer**

**Duration** : **2nd January 2005 to 15th June 2009**

**Major Responsibilities:**

* Look after overall business for the company
* Look after all foreign Clients
* Responsible for planning different events
* Maintain relationship with different types of Institutions
* Select consumer hub on priority consumer fit basis.
* Assign and monitor Brand Promoters (BP) activities
* Determine effectiveness of brand communication
* Monitor different competitor promotional activity
* Implementation of trade related events such as – fair, conference and symposium etc.
* Always seek opportunities for expand company’s business

**Employer** : **International Cricket Council** **(ICC)**

U/19 world Cup Cricket 2004, **Bangladesh**

**Job Title** : **Event Manager** (for Opening Ceremony, All new venue opening

Ceremony, Media Launch, Closing Dinner & Bat Signing Ceremony)

**Duration** : **August 2003 to March 2004**

**Major Responsibilities:**

* + Overall planning and execution of all the events.
  + Liaison with ICC Monaco Office

**Employment history:**

**Employer** : **The producers Group**

5 Craven Road, Paddington

London W2

**Job Title** : **Senior Executive (Client Service)**

**Duration** : **November 1998 to Jan-2000**

**Major Responsibilities:**

* + Attend all clients for their enquires about the products
  + Maintain customers records
  + Assist company chairman for her banking work
  + Campaign monitoring
  + Retail feedback and update
  + Trade campaign
  + Preparing Report

**Education :** **M**astersof **B**usiness **A**dministration **(**Marketing) in 2000 From,

**University of London**, United Kingdom (36 credits Completed)

**Higher National Diploma (HND)**, Business Studies

& Tourism, City Business College, London, United Kingdom (1999)

**Bachelor of Social Science (BSS)**, National University, Bangladesh (1997)

**Computer Skills :**

Have good knowledge on basic software needed generally for maintaining an up-to date office namely Micro office and familiar with common networking, mailing and Internet.

**Languages Skills : Very Good in English** (studied all in my life In English Medium so it seems that English is my native language), **Good in Hindi, Urdu and Bengali too.**

**Travelling is my hobby. I travelled so far 34 countries all over the world.**

**Personal Details:**

Date of Birth : 05 January 1977

Marital Status : Married

Nationality : Bangladeshi