

# ASIF AHMED

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## HIGHLIGHTS OF QUALIFICATION

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Experienced results driven, detail, action oriented marketing and customer experience management professional with a passion for bringing marketing excellence for digitally transforming companies. Driving business through digital initiatives is the key career goal. Multi market (Canada, Bangladesh, India, Dubai, Thailand, Malaysia, Saudi Arabia, Nepal) working experience in marketing communication, customer experience analytics, insights driven integrated campaign management, aligning brand & experience programs with omni channel strategy with a proven record of accomplishment. Multilingual with strong ability to learn and develop skills in fast-paced, challenging environments as a team player. Core skill areas include

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|---------------------|------------------------|----------------------|---------------------|
| ◆ Brand Engagement  | ◆ Customer Experience  | ◆ Project management | ◆ Digital Marketing |
| ◆ Market Research   | ◆ Insights & Analytics | ◆ SEO & Social Media | ◆ Agency Management |
| ◆ Multicultural Mkt | ◆ Customer Journey     | ◆ Problem Solver     | ◆ Team Building     |

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## EDUCATION

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- University of Toronto, Professional Certification on Digital Marketing Management, 2018
  - Independent University Bangladesh (IUB), Bachelor of Business Administration (BBA), 2002, Marketing and Management, CGPA of 3.90 on a scale of 4.0 [ Awarded with Magna Cum Laude for Academic Excellence] Independent University is affiliated with The Maastricht School of Management, The Netherlands
- \*World Education Service (WES) certified all academic qualifications as Canadian standard.

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## PROFESSIONAL ACHIEVEMENTS

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- Awarded for best performer from Ontario for customer engagement and retention campaign by Bell Canada. Recorded 200+ residential service customer acquisition in 2 weeks.
- Implemented social media analytics for Bell and driving traffic in retail through data driven decision-making. Increased 6% customer footprint through opportunity analysis.
- Developed End to end customer journey mapping and identified customer friction points at the retail touchpoints. 6 failure points analysis ended up increasing experience score by 4 percentage points.
- Two times awarded "Customer Champion" for outstanding results from Customer Experience driven Brand Equity Building initiatives for communication services.
- Deployed specific measurable KPIs for measuring communication material effectiveness to save cost, implemented and manage customer effort score, brand health track, retail effectiveness score and net promoter scores that resulted in setting a benchmark in highly paced markets.
- 2 times secured the 'best concept' award in South Asia by Global Brand Congress.
- Trained by world-class trainers on leadership, brand management, media management. Profound in traditional and non-traditional communication vehicle management with additional expertise in media mix strategy for digitally transforming companies.
- Brand architecture and visual guideline development experience from the scratch for 3 companies which are regarded as market leaders.
- Hands on experience working with multinational advertising agencies like Leo Burnett, Ogilvy & Mather, McCann Erickson Worldgroup, Grey Worldwide, JWT.

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## WORK EXPERIENCE

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**Systems and Processes Specialist**  
*Bell Canada Enterprises*

Jan 2018 - Present

- Identification of systems and process gaps by analyzing retail data and customer escalations to ensure seamless retail purchase and post purchase experience.

- Social Media analytics for identifying opportunity areas in retail and initiate programs to drive revenue and better customer experience
- Coordinate with retail channel members to drive experience programs for quality customer acquisition
- Deep diving on customer friction points and sharing with management for meaningful decision making
- Work with central team to help build the bell brand and provide market insights for competitive product development



**Senior Manager, Marketing Communications  
(VEON Netherlands)**  
*Banglalink Digital Communications Ltd*

Feb 2016 – Dec 2017

- Development of marketing communications campaigns (includes ATL, BTL and Social Media) through coordinating with marketing communication agency (JWT)
- Drive brand engagement through marketing promotion materials.
- Coordination with internal and external teams on major qualitative and quantitative researches like Brand Health Track, Customer Satisfaction and NPS Study for insights gathering and offering relevant products.
- Ensure cost savings through media mix development among traditional, social and digital media.
- Manage advertising and PR agency for aligned communication development.
- Enhance customer journey by simplifying touchpoints like social media & corporate webpage and development of articles and other contents for customer engagement.
- Collaborate with key stakeholders like B2B and B2C sales team, national retail and trade marketing team for aligned go to market strategy execution and sales target achievement.



**Head of Marketing Communications**  
*bKash Limited, Bill & Melinda Gates Company*

Jan 2014 – Feb 2016

- Key marketing team member for brand for positioning and devise strategies for growing mind and market share through coordinating with marketing agency (Leo Burnett)
- Developed the annual marketing and communications plan
- Drove all demand creation activities through countrywide events and project planning
- Lead discussions and negotiations on exploring new channel opportunities and accelerate revenue



**Manager, Corporate Communications**  
*Beximco Group*

May 2010- Jan 2014

- Worked with diverse teams from media, aviation and took the business to international level
- Managed agencies from London and India to run programs on international reputation management



**Brand Manager**  
*Airtel Bangladesh Limited*

July 2006 – May 2010

- Development of marketing promotion campaign in ATL and BTL media and execute through Sales channels.
- Brand identity and book of quality development for Airtel.
- Worked on multiple projects and demonstrated excellent cross functional coordination in changing environment

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#### TRAININGS

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- 2017 Care and Grow, Leadership by Schuitema Foundation, South Africa
- 2017 Brand and Deliver, Brand Positioning by LeapQ Partners, London
- 2016 CorpComm and Stakeholder Management, VEON Netherlands
- 2015 Anti Money Laundering & Countering of Terrorist Financing, Bangladesh Bank
- 2011 Broadcast Sales, Broadcast Asia Singapore
- 2007 Customer, The King, Service Leadership by McCann Ericsson Worldwide