

Naseef Us Sakib



Contact Details

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Education & Certifications

- **GRE:** 328/340 [Verbal 169/170 (Top 1% scorer worldwide), Quant 159/170, Analytical Writing 4.5/6]
 - **TOEFL:** 113/120 (Top 2% scorer) (>=28/30 in all sections)
 - **PgD (cont.), Chartered Institute of Marketing (CIM), UK**
 - **Bachelor of Business Administration, 2015**
Institute of Business Administration, University of Dhaka
 - **CGPA:** 3.13/4, Major: Finance, Minor: Marketing
 - **A Levels, 2010**
Academia, Dhaka, 4 Subjects, 4 A's (The Daily Star Award)
 - **O Levels, 2008**
Academia, Dhaka, 8 Subjects, 8 A's (The Daily Star Award)
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Work Experience

Over 4.5 years of Managerial experience in Telecommunications Marketing (Customer Lifecycle Management & Internet Business)

End-to-End experience in managing Commercial Product & Analytics initiatives

- **Banglalink Digital Communications Ltd. (VEON)**
Manager, Marketing (Oct, 2017 – Till date)
Customer Value Management & Capabilities (Oct, '17-Sep, '18)
Internet & High Value Segment (Oct, '18-Till date)
 - **Robi Axiata Ltd.**
Data Business Specialist
(Young Talent Program – Management Trainee),
Business Operations, (April, 2015 - Sep, 2017)
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Professional Role & Achievements

Areas of Focus

Product development / Customer Value Management / Digital Intervention in Social Business & Nonprofit sector / Insights & Analysis / Campaign & Project Management / Communication Apps & Platforms / International & Local Partnerships / Merger Strategy

- **Broad role:** Telecommunications Marketing Manager
 - **Major Achievements & Projects**
 - Launched & managing **"Amar Offer"** analytics driven offer platform for subscribers & retailers, currently 1.5 years old & has been used by **72% of total retailers** (185k retailers) of Banglalink Digital Communications Ltd.
 - Managed Banglalink's **BTL Internet products portfolio & grew it by 450% over a span of 6 months**
 - Managed **"Facebook Free Basics"** program for 2.5 years to drive internet adaption in Bangladesh, & **supervised 200+ Partner Organizations**, through Robi Axiata Ltd., & achieved **2.9x increase in new mobile data user acquisition**, in which **57% of users** are new to internet
 - "Robi-Airtel Merger"** Data Business Manager (Nov '16-Sep '17), Robi Axiata Ltd. (**First telco merger in Bangladesh**)
 - Winner of **Banglalink Marketer of the Month**, Jan-Mar '19
 - Winner of **Banglalink Marketing Pride Award**, Q2 '18
 - Winner of **Banglalink Best Idea Award**, Mkt. Strategy '18
 - **International Special Assignment at Axiata HQ**, Axiata SPU (Strategic Projects Unit), '17, Axiata Ltd, as a Core member of 4-person unit behind successful proposal to Axiata board for launching **AAC (Axiata Analytics Center)**
 - Winner of **Robi GT (Graduate Trainee) Special Project**, '16, by formulating GT Recruitment HR Revamp project
 - **Robi Axiata Ltd.** Performance Appraisal of '15: **Excellent** & Winner of **Robi Accelerated Development Program (RADP) Special Project**, '15 for Special Internet Adoption Strategy
 - **Special Advisory Role (May '19-Till date):**
Digital Engagement Advisor at Jeeon, enabling Rural Medical Practitioners in Bangladesh leverage power of tech
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ECA Achievements

- Winner of **"Global Health Prize"** in **"Global Social Entrepreneurship Challenge (GSEC) 2013"** organized by **University of Washington**
 - Winner of **"Social Business Plan Competition 2012"** awarded by **Nobel Laureate Muhammad Yunus**
 - **"Order of Merit"** award in **MAAW Challenge 2012** by **Marketing Agencies Association Worldwide (MAAW)**
 - Runner Up of **"Banglalink Grandmaster 2012"**
 - Finalist of **"Battle of Minds 2014"** organized by **British American Tobacco Bangladesh (BATB)**
 - **Coordinator in CommunityAction** (Action: Ushnota)- led nationwide charity drives to reach the disadvantaged, with a team of +100 people indirectly/directly reporting
 - Trained on **"Basics of Intellectual Property Rights" (Govt. of Bangladesh)**, **"Getting Things Done" (Gray Matters, India)**, **"Managing Virtual Teams" (PMI)**
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References

Kamrul Hasan
Senior Manager, CVM- Marketing
Banglalink Digital Communication Limited.
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Abdulur Rahman Sadi
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Robi Axiata Limited.
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