

Resume: Beatae rerum exercit Aut perspiciatis s

Personal Information

Application Title Test

First Name Beatae rerum exercit

Last Name Aut perspiciatis s

Email Address cyryzof@mailinator.com

Nationality N/A

Gender

Category Automotive Design

Type Full-Time

Address

Address 123, NY, Test

City N/A

Address

Institutes

Institute ABC

Study Area test

Date to N/A

Date From N/A

Education

Skill

Skills

M Ahsan Ullah Khan ☐

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Executive Profile☐☐

Over twenty one years in mid & senior level experience in PR, media & communications, brand management, event management and HR practices & training. A hands-on manager and critical thinker who can learn quickly, develop expertise, and produce immediate contributions in media, communications, event management, brand management, crisis management and motivational team management. Possess a valuable blending of leadership, creative, and analytical abilities that combine efficiency with imagination to produce high quality work.

Education and Development □□

MBA, Major: Marketing, University of New Castle, 2004

PGD in Journalism, PIB (Press Institute of Bangladesh, under National University), 2003

Training and Workshop □□

- Attended a 2 day long training on Fire Safety, conducted by Bangladesh Fire Brigade & Civil Defence
- Attended a 2 day long workshop on Media Relations by Management Institute of Singapore, 2012
- Attended a day long workshop on Crisis Communication by Hill & Knowlton & Chevron Corporate at Red Shift venue, 2011
- Attended a 4 day long workshop on Communication planning by Chevron Corp, Thailand, 2012
- Attended a 3 day long training on Supervisor Essentials, organised by Chevron Corp, 2011
- Attended a day long training o Global Oil & Gas Business & Fundamental of Petroleum Exploration & development, organised by Chevron Bangladesh, 2010

- Attended a 15 day long workshop on Newscasting Presentation & Pronunciation, by BBC and Local trainers at National Institute of Mass Communication (NIMCO), 2000
- Attended a Teacher training course on IELTS and EAP(English for Academic Purposes) & Teaching Methodology at BETS Victoria Ltd., a leading Australian University, 2000
- Attended a 4 day long international workshop on Communications in AAB, by ActionAid UK, 2000
- Attended a 2 day long seminar on Branding, organised Bangladesh Brand Forum at Radisson, 2008
- Attended a day long workshop on International Trade Fraud- Prevention and Remedies, organised by International Chamber of Commerce & Industry, Bangladesh at Bangladesh-China Friendship Conference Centre, 2008
- Attended a day long training on HR Strategy, organised by BSHRM

Employment History

From 02 Jan 2014- till date: Executive Vice President, Head of HR & Head of PR & Brand

Comms, Standard Bank Ltd

Major responsibilities include:

- Manage all areas including: Human Resources Management, Hiring, Developing Standards, Foster Teamwork, Management Proficiency, Promoting Process Improvement, Building Relationships, Organizational Astuteness, People Skills, Retaining Employees
- Act as strong and effective communicator in writing, business presentations and in interpersonal communication
- Guide and manage the overall provision of Human Resources services, policies, and programs for the entire company

- Overall talent management strategy including workforce planning; recruiting; hiring; training and development; performance planning, management, and improvement; and succession planning
- Organization development, change management initiatives, and company-wide environment for employees
- Responsible for policy development, documentation, and implementation
- Oversee employee safety, welfare and medical support
- Responsible for community outreach and communication, and charitable giving
- Managing external employment agencies, recruiters, and temporary staffing agencies
- Analysis of the effectiveness of all human resources efforts
- Update job knowledge by participating in conferences and educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
- Contribute to increase productivity and continuously improve methods, approaches, and departmental contribution while being cost-sensitive and promote continuous learning
- Update job knowledge by participating in conferences and educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations

PR/Media & Brand Communications

- Develop lead advertising (ie through Litmus & VAS) and sponsorship programmes
- Monitor branded output and logo & developing communication, brand & identity guideline of bank
- Assist & lead IBW, SBP, Consumer, Corporate Banking, Marketing Team & other depts. for advertising and promotion activity and monitor consistency of logo and all sorts of promotional activities
- Develop & monitor annual budget/strategy for all sorts of adverts & sponsorship programmes
- Maintain relationship with outdoor agencies for billboards/hoardings, ensuring

their conformity to contractual standards and costs

- Bring out publication of quarterly in house bulletin SBL INSIGHT within budget and deadline
- Manage all external communications through press, including crisis communications, seeking clarity of messages and frequency of exposure
- Prepare, edit, translate all written documents and printable materials including website texts, Press Ads, Annual Report, newsletter & assist in publishing of various publications in layout, processing & printing stages
- Ensure timely production of calendar, diary and season's greetings, proper management of gifts
- Maintain rapport and get acquainted with business journalists both print and electronic media
- Prepare a process of inventory for proper management of gift and promotional items & update quarterly
- Prepare Media and communication budget maintaining cost efficiency

From Feb 2010- Jan 2014: Communication Manager & Head of Corporate Communication,

Chevron Bangladesh

Major responsibilities include:

Communications

- Bring out publication of quarterly in house bulletin Sangjog within budget and deadline
- Ensure timely translation of messages in Bangla for ASBU website
- Assess quarterly media risk and opportunity and update producing a report on mitigation plan

- Prepare, consult and finalize effective Communications Plan based on the following Major Capital projects incorporating and identifying the key issues and subsequent key stakeholders and Media plan (Q&As, key messages)
- MB Drilling, BY Drilling, Muchai Compression, Block -7 Drilling, New Pipe line issue
- Organize training for creating Brand awareness among colleagues, working journals to know local and global oil & gas issues
- Ensure all country CSR activities and media coverage in line with global guidelines

Media Management

- Maintain rapport and get acquainted with energy journalist both print and electronic media
- Ensure submission of quarterly report on media coverage highlighting: Positive, negative and neutral news
- Ensure that PR Agency maintains all its assigned tasks as per agreements by receiving a monthly report from the agency
- Organize Meet the Press as per agreed media plan & distribute meeting minutes after the meeting
- Organize Journalist Training engaging Impact PR and BCDJC and submit close-out report
- Arrange High Tea with the energy journalists as per the approved media plan and distribute the meeting minutes within two days after the meeting

Vendor Management and gift /promotional items

- Ensure timely production of calendar, diary and season's greetings, proper management of gifts
- Prepare a process of inventory for proper management of gift and promo items & update quarterly

- Prepare Media and communication budget maintaining CLIP

From Sept 2006 to Jan 2010: HR & Head PR & Brand Communication, Mutual Trust Bank Ltd

Major responsibilities include:

- Develop lead advertising (through A Positive, Expressions, Inspiration, Lemon, Papyrus & Mediacom) and sponsorship programmes
- Developing brand and identity guideline
- Assist Consumer, Brokerage Banking & Cards dept with all advertising and promotional activity
- Help in the process of filming corporate profile & HR induction package
- Contribute in developing HR Policy guidelines for MTB staff members
- Develop and monitor annual budget for all sorts of advertising and sponsorship programmes
- Maintain relationship with outdoor agencies for billboard/signage, ensuring their conformity to contractual standards and costs
- Manage all external communications through the press, including crisis communications, seeking clarity of messages and frequency of exposure
- Edit annual report, update website, translate all written printable documents & supervise publishing in layout, processing & printing stages
- Produced TVCs (Television Commercials) for SME & Remittance products
- Coordinate and maintain overall external communications plan, making best use of local festivals
- Content develop and conduct business English /business communication/presentation training for staff members
- Developed a capital market news bulletin for MTB Brokerage House and share market collaterals
- Publish in house news bulletin In Focus

From Aug 2004 – Aug 2005: ☐Trg & Development & Head- Corporate Affairs, Eastern Bank Ltd.

Major responsibilities include:

- ☐Develop lead advertising (ie through Unitrend & Madonna) and sponsorship programmes
- ☐Organise customer research programmes
- ☐Monitor all branded output and logo & developing communication, brand & identity guideline
- ☐Assist Consumer, Corporate Banking & other dept. for advertising and promotion activity and monitor consistency of logo and all sorts of promotional activities
- ☐Develop communications policy
- ☐Develop & monitor annual budget/strategy for all sorts of adverts & sponsorship programmes
- ☐Maintain relationship with outdoor agencies for billboards/hoardings, ensuring their conformity to contractual standards and costs
- ☐Manage all external communications through press, including crisis communications, seeking clarity of messages and frequency of exposure
- ☐Prepare, edit, translate all written documents and printable materials including website texts & assist in publishing of various publications in layout, processing & printing stages

From Nov 2001 to Aug 2004: ☐Manager- Corporate Affairs, AB Bank Ltd.

Major responsibilities include:

- Develop lead advertising (through Madonna & Synergy) and sponsorship programmes
- Organise customer research programmes
- Developed brand and identity guideline
- Assist Consumer and Merchant Banking with all sorts of advertising and promotion activity
- Develop and monitor annual budget for all sorts of advertising and sponsorship programmes
- Maintain relationship with outdoor agencies for billboard/signage, ensuring their conformity to contractual standards and costs
- Manage all external communications through the press, including crisis communications, seeking clarity of messages and frequency of exposure
- Edit annual report, update website, translate all written printable documents & assist publishing in layout, processing & printing stages
- Produced TVCs (Television Commercials) for various products
- Coordinate and maintain overall external communications plan, making best use of local festivals
- Conduct English Language/business communication/presentation training for staff members

From Oct 1994 to Nov 2001: Communications Officer & Media Focal Person, ActionAid Bangladesh, a UK based Int'l NGO

Major responsibilities include:

- Ensure regular donor communications, programme reporting to donors
- Plan and manage production of communications materials
- Develop donor communication strategy
- Liaison with the Asian Regional Office and International Headquarters
- Provide communication and English Language related training to partner and AAB staff
- Monitor quality report publishing in liaison with the printing and creative agencies
- Editing, language cleaning of communication materials for Italian, Greece,

Spain and UK sponsors

- Prepare press release for BTV, Radio Bangladesh, national dailies/weeklies and ensure appropriate coverage in these media
- Prepare media & communication strategy & scripts, gave voices(audio) for in house production

From Oct 1999 to Jan 2003: Part-time Teacher (English Language), Dhaka University

Major responsibilities include:

- Involves teaching Communicative English to Science Faculty students and junior teachers to specifically prepare them for TOEFL and IELTS for university admission & migration in Canada, Australia and the UK

From Jan 2008 till July 2016: Management Trainer/Facilitator, British Council Resource Centre

From March 2006 to June 2010: Part-time Faculty (HRM, Managerial Communication, Professional English Language & Org Behaviour), SEU & ASAUNIV

Major responsibilities include:

- Involves teaching English for Academic Purposes to students and different professionals and to specifically prepare them for IELTS and understand better class lectures and scoring higher in test;
- Teach Business Communication to MBA students

From Jan 1994 to Date: English Newscaster, Bangladesh Television & Radio
Bangladesh

Professional Membership/Affiliation

- Associated with BERDO, a school for blind children
- Heading CSR activities of Standard Bank Ltd under its foundation
- Ex Treasurer, News Presenters' Society of Bangladesh (NPSB)
- Associate Member, National Press Club, Dhaka, Bangladesh
- Member, Bangla Academy
- Honorary Member & Management Trainer, British Council Resource Centre, Dhaka, Bangladesh
- Fellow Member, Bangladesh Society for Human Resource Management (BSHRM)
- Ex Executive Member, PIB Journalism Alumni Association(PIBJAA)

Publications

- i. Brush Up Your English, a teacher and student manual, containing two audiocassettes, Ananya Publication, Dhaka, 1997, 2nd edition, Panjeree Publications Ltd, Dhaka, 2010
- ii. Step Towards English, a handbook for the beginners in English, containing audiocassette, Pearl Publications, Dhaka, 1998, 2nd edition, Panjeree Publications Ltd, Dhaka, 2010

iii.□Communication That Works, a communication handbook for teachers, business executives and students, Panjeree Publications Ltd, Dhaka, 2007, 2nd edition 2010, 3rd edition 2012

Interests

Teaching English to both young and professional people, especially university students and office executives; Networking with the national media on current political, economic and social issues; travelling; listening to music and reading English language relevant books, magazines and fiction in English and Bangla.

Computer literacy

Use MS Word (Windows), and Excel, Internet and email. Familiar with Power point & Adobe Photoshop.

Personal Details□:

Father's Name□: □Wazih Ullah Khan

Mother's Name□:□Roushan Ara Begum

Date & place of birth□: □17 March 1968, Dhaka□

Nationality□:□Bangladeshi□

Marital status□:□Married

References

1.□Md Nazmus Salehin

□Managing Director & CEO (Retd)

□Standard Bank Ltd

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2.□Mahbub-uz Zaman

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Skills