

ASIF AHMED

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HIGHLIGHTS OF QUALIFICATION

Results-driven, detail-oriented, and action-focused marketing and management professional with a strong passion for fostering a data-driven decision-making culture to digitally transform organizations. Extensive experience across multiple markets (Canada, Bangladesh, India, Dubai, Thailand, Malaysia, Saudi Arabia, Nepal) in marketing, communications, analytics, and insights-driven integrated campaign management. Proven track record of aligning brand and customer experience programs with omni-channel strategies to drive growth and engagement. Multilingual and adaptable, with a demonstrated ability to quickly learn new skills and thrive in fast-paced, challenging environments while contributing as an effective team player. Core skill areas include

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|-----------------------|------------------------|----------------------|-----------------------|
| ◆ Customer Analytics | ◆ Experience Analytics | ◆ Data Storytelling | ◆ Digital Marketing |
| ◆ Market Research | ◆ Insights & Analytics | ◆ SEO & Social Media | ◆ Agency Management |
| ◆ Strategy & Planning | ◆ Customer Journey | ◆ Customer Profiling | ◆ Market Segmentation |

EDUCATION & CERTIFICATIONS

- Google AI Essential Certification, Google, 2024
 - Generative AI in Social Media Marketing- Meta, 2024
 - Artificial Intelligence in Marketing- University of Virginia Darden School of Business, 2023
 - Consumer Neuroscience & Neuromarketing- Copenhagen Business School, 2023
 - Data Science- The Johns Hopkins University, 2023
 - Marketing Analytics with Meta- Meta, 2023
 - Wharton Online-University of Pennsylvania, Business Analytics Specialization, 2020
 - SAS Data Analytics, Coding Fundamentals, SAS Institute, Toronto, 2019
 - 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) certifies all academic qualifications as Canadian standard.

PROFESSIONAL ACHIEVEMENTS

- Winner of highest recognition in Bell Canada-Bell Bravo Award for “Insights to Action” project integrating online listening platform and implementing program to accelerate Brand Promoter score. 2 times Execution Excellence and Innovation award winner for speed and accuracy.
- Awarded for best performer for customer engagement and retention campaign by Bell Canada. Recorded 200+ residential service customer acquisition in 2 weeks using ethnic marketing approach.
- 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.
- Leveraged actionable insights from big data to drive a 12% YoY growth in customer acquisition and enhance customer satisfaction through targeted segmentation and optimized marketing strategies
- 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 and customer acquisition. Profound in traditional and non-traditional communication vehicle management with additional expertise in media mix strategy for digitally transforming companies.

WORK EXPERIENCE



Senior Manager, Marketing Strategy & Planning
Bell Canada Enterprises

Jan 2018 - Present

- Identify opportunities and develop market & customer segment strategies for mobility, residential services (Internet, TV, Home phone, IoT etc) for Bell Consumer brands (Bell, VirginPlus & Lucky Mobile)
- Develop insights and analytical models to analyze complex market information to identify trends and opportunities that support marketing effectiveness
- Develop and build market segmentation, share and performance evaluation activities across multiple brands
- Support ongoing reporting and analytics of key marketing and channel programs. Help develop scorecards and KPI around marketing success indicators for efficient planning and ensure best marketing ROI.
- Perform deep dives and postmortem analysis of key marketing initiatives to identify opportunity and optimize future campaigns
- Manage system and process for collecting customer insights from customer listening programs like PCCS survey, Online reviews and data storytelling to executive on opportunities and growth areas
- Deep diving on customer journey and sharing with management for meaningful decision making
- Use advanced analytical tools like SAS, microstrategy, power BI, Adobe Analytics, HubSpot, Meltwater, Environics Analytics to gather customer insights and stitch with business data to bring meaningful and actionable business growth.



Director, Communications
(VEON Netherlands)
Banglalink Digital Communications Ltd

Feb 2016 – Dec 2017

- Development of marketing campaigns (includes ATL, BTL and Social Media) through coordinating with marketing communication agency (JWT)
- 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, BI, technology and trade marketing team for aligned go to market strategy execution and sales target achievement.



Senior Marketing Communications Manager
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

- Chaired the Corporate Communications wing at the largest conglomerate of Bangladesh

- Managed the Corporate brand and associating brands under the group portfolio.
- 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 change management

TRAININGS

- 2023 PRIZM Segmentation, Environics Analytics, Canada
- 2021 Design Thinking, Kirke Leadership, Canada
- 2020 The Data Science of Marketing, LinkedIn, Canada
- 2019 Customer Journey Mapping, LinkedIn
- 2019 Predictive Customer Analytics, Linda
- 2019 Agile Project Management, Bell Canada
- 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