

To,  
Human resource personal,  
UNESCO.

**Dear Sir,**

I have worked in various sectors of marketing and communications to business development in a variety of business entities from daily newspaper to television channels to advertising agencies to IT Farms, corporate, telecommunications and nonprofit organizations for the past 18+ years.

In recent past, I was working as a communication consultant at Food and Agriculture Organization (FAO) of United Nations. There I was developing website, portal along with knowledge management tools, traditional communications such as PR, branding, external & internal communications. At present I am working as a faculty member at University of Dhaka.

Furthermore, I worked as a lead of both communications and marketing functions of IRRI for the program named – HarvestPlus, there I was handling internal and external communications, event arrangements, knowledge management, marketing, PR and media activities. On top, I had developed communications, outreach and advocacy plan for the program, additionally I was ensuring the branding of HarvestPlus besides developing various marcom tools.

Recently, I was working at Airtel Bangladesh Ltd as head of digital media marketing. Digital media was newly introduced in the organization as part of the marketing function while I joined there. My responsibilities included; developing strategies and action plans for digital media marketing & communication. maintenance social media sites , develop organize and launch digital campaigns, website maintenance, mobile application developments, coordination with other function's regarding digital media activities, vendor management, budget preparation, risk management.

Prior to Airtel, I was working at University of New South Wales (UNSW) of Australia, as an associate lecturer in marketing department whilst also working as a relationship manager for Alliance Filders Pty Ltd. Along with these causal jobs, I was also engaged with the campaigns of Asset Owners Disclosure Projects as social media manager (voluntary).

Furthermore, I was working as a sales agent in the energy sector of Australia. As sales agent of CMP I had worked on behalf of Australian Gas and Light (AGL) Company where I had to sell regular and green energy products. In addition to those, I had presented a thesis paper on social media usage

regarding identification of effective communications channel from the perspective of corporate and development organizations as part of the Master's Degree in Public Relation and Advertising at UNSW (Sydney, Australia).

Additionally, I have gained experience through various short term campaigns as well which I haven't mentioned in my CV, such as Mobile applications selling, social media campaign for Volkswagen. Furthermore, I had the opportunity to work in Telstra's (Australian leading Telecom) 4G launch campaign as part of the graduate program.

Whilst working at the United Nations Development Programme, I worked in the initial branding of 'Access to information - A2I' project. I had developed the logo, the message, and implemented strategies for the whole project's communication plan.

With regards to knowledge of marketing principles, I have developed a strong understanding of these through my work as a casual teacher at the marketing department of UNSW. My teaching focuses on areas such as principles of marketing, market segmentation, branding, macro and micro environment, marketing management, integrated marketing and communication.

In my capacity as an assistant marketing manager with Gazi Group, my job responsibilities involved implementing marketing theories into action. An example would be the analysis of target population through market segmentation for Gazi pumps in Bangladesh. Along with that I had implemented integrating marketing communication, supply chain management, project management.

Apart from my academic knowledge, I had coordinated in arranging various events. In my position at Nayantara, I was part of the team organizing various events - from welcome ceremonies of US Embassy representatives' in the studio, the launching of Sesame Street outreach programs nationwide. Those events were organized and delivered in a timely fashion. Another aspect of my role at the United Nations involved the delivery of an online newsletter every month.

In my role at the United Nations, I developed many project proposals, communication papers, press releases, concept papers, two documentary films and digital photo achieve. Furthermore, in my role at CPM, I communicate with various people/organizations from a vast array of cultures every day. I communicate with them verbally and also through written communication. This job has given me exposure to people from all the continents and confidence to communicate with people from any ethnic background.

Additionally, I have worked in several organizations where I had to deal with international clientele. My work as a consultant in Bichoyon Communication Limited entailed that I managed the project of software development, as well as implementing communication tools for international clients such as the American Bangladeshi Chamber Of Commerce.

With my role for Gazi Group, I communicated with the company's clients from China and India. When business delegates from India or China came to Bangladesh for business, I had coordinated their travel and business needs.

Whilst I was working for United Nations Development Programme, I was appointed as a media and communication manager along with my other communication responsibilities I had prepared budget for ICT fair, I had also made estimated budget on behalf of 'Access to information' project for the two ministries (Fisheries and Agriculture) of Bangladesh regarding necessary hardware, web content and communication materials for the information communication department of those two ministries. Working for Gazi group as an assistant manager of Sales and Marketing I prepared budget for various events and campaign. My degree in Cost and Management accounting actually helped me to understand and prepare Budget more effectively.

In my role as an assistant manager for Gazi I had supervised one marketing and sales executive and around hundred dealers. As a production manager in Kotha o Kahini, I had supervised a production team consist of twenty members. In my role as an assistant director at ETV (Private Television Channel), I had supervised a team of five people. Apart from my experience, I was also in the leadership role for couple of volunteering organizations such as International Environment Care Organization and Interact Club. In my differing managerial roles, I had to work independently and be proactive to achieve my goals.

Besides my diverse experience in the work place, I have completed a Master's Degree in Management, a Masters of Business Administration (MBA) in accounting along with a Cost management accounting degree (Partially completed). Recently, I have successfully completed another Master's Degree in Public Relations and Advertising (MPRA) from UNSW (Australia).

With regards to the selection criteria required for this position, I believe that I possess the capability to manage and coordinate a multitude of tasks with an excellent understanding of the issues relating to Marketing and Communication. Coupled with an in-depth knowledge of event management, Social media functions and online content management, I believe that I would be an asset to the project.

Yours Sincerely,

**Mohammad Omer Aiaz**

# Mohammad Omer Aiaz

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7/32-34, Douglas road, Quakers hill, NSW 2763, Australia.

Permanent Resident of Australia

## Background Summary:

16+ years of experience with demonstrated success in communications, knowledge management, marketing, media, public relation and advocacy nationally and internationally.

1. Extensively experienced in Marketing communications, Even management Public relations and media handling – Television channels, Radio, News Agency, Advertising agencies.
2. Branding, product positioning, product development & management.
3. Experienced in developing long term and short term event and media plan, Advocacy and outreach plan, public relation plan, digital communications/media plan.
4. Direct sales , business to business sales
5. Being a University lecturer in Australian university for the department of Marketing and communications.
6. Experienced trainer on communications, advocacy, outreach, media handling, branding and marketing procedures. Provided training to officials of various government agencies and local NGOs regarding capacity building of the target audience in the field of communications and media handling.
7. Experience in identifying target audience and plan behavioral change communications strategies along with knowledge management plan.
8. Experienced in devising impact analysis of stakeholders, and plan advocacy strategies accordingly.
9. Specialist in developing communications, media, public relations, knowledge management strategies.
10. Expert in Communications mix and marketing mix strategies.
11. Specialist in traditional media strategies (Public relation, Advertising, ATL and BTL marketing ,Proactive and reactive communications, advocacy and outreach) and new media (Website, Digital Communications & marketing , social media Communications marketing , social media analytics, google analytics)
12. Hands on experience in – Telecom marketing, manufacture’s product marketing, FMCG markets and agriculture marketing – seed and grain marketing communications.
13. Three masters degrees – Management (NU), MBA (DU) and Public relation and Advertising (UNSW).
14. Working experience in corporate, NGO, INGO, UN, advertising agency, Television Channel and Newspaper in Bangladesh and Australia.
15. Experienced in communication, client/customer handling, vendor management.
16. Strong background on developing various communication materials (Press release, News stories, Documentary films, television and radio commercials. PSA, photo achieve, report editing, brochure, newsletter, calendars, diaries, banners, web mime, google display network, notepad, folder, file etc.), workshop & event arrangements and various campaigns.
17. Basic knowledge of designing software – Illustrator, Photoshop and for web – Dreamweaver.
18. Expertise over computer maneuver and various tools such as Microsoft word, power point, outlook and excel.
19. Knowledge and experience in Accounts handling and budgeting.
20. Language ability in English (IELTS score – overall 8 with all band 7 minimum), Hindi and Bengali.
21. Detail and delivery oriented with strong analytical ability and highly perceptive in troubleshooting and risk Management.
22. Self-motivated, ability to perform autonomously, hardworking team player and able to coordinate many tasks simultaneously.
23. Rapid learner of technical things and have proficiency in leading and mentoring others.
24. Good at time management, communication over the phone and emails and other administrative/ general office duties.
25. Good communication (Written and Oral) and interpersonal skills.

## **Professional Experiences**

### **Dhaka University**

(June 2017 – till now )

#### **Faculty member**

Have been appointed as a faculty for conducting a full course on event management and stage management on theatre

#### **Responsibilities**

Providing lectures on various topic embedded with event management and stage management.

### **Business Accelerator (IT Firm)**

(Sep March 2016 – till now )

#### **Marketing consultant**

I have been associated with this firm as their consultant in developing various soft wares and projects.

#### **Responsibilities**

At present working on ERP development and e health solutions besides that a new e-commerce platform.

### **Food And Agriculture Organization (FAO)**

(Sep 2015 – March 2016 )

#### **National Communication Consultant**

I have joined here as the lead of the communications department of Forestry project funded by USAID.

#### **Responsibilities**

Leading the communications and digital media part of the project. Developing communications plan, knowledge management and dissemination plan and strategies, developing portal and content management platform by vendors, Developing the webpage by vendor, vendor management, communications material developments, Public relations and media communications, risk communications. News letter and report development, success stories collections from field and field visit along with various event organizations.

### **IRRI**

(Aug 2014 – Aug 2015 )

#### **Senior Specialist – Marketing Communications and Outreach (Marketing)**

I am working as the lead of communication and marketing function for the program of HarvestPlus.

#### **Responsibilities**

Develop communication plan based on need analysis and situation analysis, knowledge management and dissemination, execute public relations, behavioral change communications plan, Conducting training to GOB agri ministry officials, NGOs, advocacy and outreach activities – Participatory Theatre, liaison with Government agencies and communicate with Ministry of Agriculture, communicate with media, focal point for international and national media activities, Building strategies to communicate and maintain relations with government bodies and government organizations, develop tools and materials, developing strategies regarding sponsorships and execute activities regarding sponsorship. Branding of the program, event arrangements, vendor management and report writings.

### **Airtel Bangladesh Ltd**

(Nov 2013- March 2014)

#### **Head- Digital Media**

This department is a new vertical of the Airtel Bd. Ltd. It was introduced as a separate section while I had joined the company.

#### **Responsibilities**

Developing communication and marketing strategy for digital platform (Yearly and quarterly). need analysis framework and actions plans, event management, Vendor management, Coordinate, develop and launch campaigns in social media (Facebook, youtube), Risk managements of digital media, Provide training to internal stakeholder and external stakeholders on digital media as part of knowledge dissemination action plan of knowledge management yearly plan. Develop the design of mobile apps, Introducing various 'Like gate' options. Planning and coordinating webpage revamp and redesigning. Report generation per month and per week. Manage facebook analytics, Google analytics.

## **Asset Owners Disclosure Projects (Australia)**

(June 2013- August 2013)

### **Social Media Manager (Voluntary)**

Developing strategies for need analysis to communicate in web, social network. After the planning period engaged in updating the sites according to campaign strategy. Main focus remained on web, social media (Facebook, twitter, youtube).

## **University of New South Wales (UNSW) (Australia)**

( July 2012 – July2013 )

### **Associate lecturer (Casual) (Marketing)**

I use to teach marketing management at undergraduate level in the Department of Marketing in the faculty of the Australian School of Business at UNSW.

#### **Responsibilities :**

Teaching two classes per week at undergraduate level, using power point slides and lecture notes

Marking examination papers.

Main topic of the lectures taught include event management, branding , fundamentals of marketing communications, integrated marketing communication, marketing mix, market segmentations, macro and micro marketing, Social media, Digital marketing and Real life case analysis and numerous other marketing topics.

## **Alliance Filders Pty. Ltd (Australia)**

(March 2012 – July 2013)

### **Relationship manager**

Indenting, event arrangements and hospitality management.

In charge of business development and event coordination.

#### **Responsibilities :**

Project management of business website development.

Liaisons with international organizations with regards to outsourcing.

Communicating with clients relating to hospitality services at various events.

Co-ordinated and assisted in the organizing of the Bengali Festival 'Boishakhi Mela' at Sydney Olympic Park in 2012.

## **CPM Australia**

(May 2012 – April 2013)

### **Sales agent**

As a sales agent for CPM Australia, I was working with Australian Gas and Light (AGL) to solicit sales and marketing.

This job has provided me the opportunity to understand the social structure of Australia, assisted me in understanding the culture and the confidence to communicate with people from various backgrounds.

#### **Responsibilities**

Communicating with a diverse range of clients from an English and non-English speaking background on daily basis.

Provide clear and concise information about the products of AGL. Assessing customer's energy needs and requirements and advising them of the applicable benefits of a contract with AGL. Achieving daily targets of sales and coordinating with the field manager regarding sales issues

Submission of daily reports to the field manager regarding sales figures and other sales related sales information.

## **Bichoyon Solutions Limited**

(1<sup>st</sup> May 2009 to 1<sup>st</sup> Feb 2012)

### **Communication Consultant.**

#### **Responsibilities :**

As an intermediary between the client, designers and IT experts.

Achieve the client's vision through to the end user using required document formats

Assisting in interface design for individual web pages. Devising communication strategies for clients.

Devising strategies for business development and to obtain new clientele

The development of communication tools that included logo design for various the print mediums.

## **United Nations Development Programme (UNDP)**

(1st April 2008 to 30<sup>th</sup> April 2009)

### **Communication and Media Manager**

#### **Responsibilities :**

Closely working with the Country Director's office of UNDP (at that time) in devising communication tools.

Communication with various ministries regarding their website development and budgeting.

The translation of web contents from Bangla to English and vice versa

As an intermediary and a focus point for website development and related content developments between various ministries and IT specialist of the UNDP..

Impact analysis of various stakeholders such as MoICT, USAid and Telecom companies and planned communications activities accordingly

The creation of various communication tools like - Press Release, News letter, Visual products like documentary films (three films), T.V Program etc.

Conducted training on ICT usage and communications procedures to government officials.

The creation of written, television commercials (Public Service Awareness) scripts for the project of Access to Information on Behalf of UNDP Bangladesh.

The coordination of various events and devising of action plans and concept papers for various needs of the project.

Creation of communication material likes logos , publications and branding of A2I (Access to Information).

## **Nayantara Communication (Advertising Agency)**

(1st July 2004 to 31<sup>st</sup> October 2007)

### **Performer (Studio)**

In the organization I had two different responsibilities. I was hired as a performer and a communication person.

#### **Responsibilities :**

As a puppeteer for 'Sesame Street' funded by USAID and sesame street USA and also co-coordinated the making of television commercials, assisted the directors in execution of the concepts regarding public service awareness and television commercials and radio commercials

## **Gazi group of Companies (Manufacturing and merchandiser, Importer, Indenting)**

(1st January 2002 to 30th June 2004)

### **Assistant marketing manager**

As an assistant manager, I dealt with dealers of the company in the pump arm of the company. Gazi group manufactured pumps in China and distributed them all over Bangladesh.

#### **Responsibilities :**

Planned and monitored department sales.

Assisted in the updating of information for the internal software.

Communicated and delivered new updates related to product promotions with the dealers nationwide

Assisted in resolving disputes among suppliers and dealers.

Assisted in arranging events for the dealers.

Worked with various advertising agencies in making television and radio commercials for Gazi Tanks and Tyres.

Communicated with vendors to make communication tools for products.

Liasoned between media agencies and the offices in media planning.

## **E.T.V (Previous) (Private Television Channel)**

(1st July 2001 to 31st December 2001)

### **Assistant Director – TV show 'Priotomashu'.**

#### **Responsibilities:**

As part of the production team, I had to make the necessary arrangement for the shooting; booking of camera with camera person, vehicles, locations, necessary permissions to shoot on that locations. Assisted in the production of the script, screenplay. Communicated with the broadcast department for the final editing of production.

**Kotha O kahini Limited (Advertising Agency)**

(1st November 2000 to 30th June 2001)

**Assistant director and Production Manager****Responsibilities :**

Assisted the director in making various projects such as TV show, television commercials (TVCs), television plays. As an intermediary person between the client and the agency regarding the TVCs. Attendance at workshops arranged by the clients before the bidding for the projects. The collection of briefs from the clients and provide the necessary feedback to the team and the agency.

**Channel I (Private Television Channel)**

(1st Feb 2000 to 1st Aug 2000)

**Assistant Director and Sports Journalist – ‘Sports Time’****Responsibilities :**

The sourcing of new stories and current events in a various field of sports. Presenting stories in a recorded studio. Liaison with various departments of the program.

**Bhorer Kagoj (Daily Newspaper)**

(March 1999 to December 1999)

**Contributor****Responsibilities :**

Writing articles, covering events and several stories for a children’s page that was published.

**Tertiary** Masters of Public Relation and Advertising

**Qualifications** From University of New South Wales, Sydney, Australia ( Result - Distinction )

Certificate on Social and Behavioral Change Communications  
From OHIO University, USA.

M.B.A  
From Dhaka University (CGPA – 3.87 out of 4)

M.com - Management  
From National University.

Cost Management Accounting  
From I.C.M.A.B (Studding at Level-3)

**Computer Literacy** Proficient in Word, Power Point, basic skills in Excel, publisher, Photoshop, illustrator, WordPress, google analytics, Facebook analytics, social backers and website updating.

**Language Proficiency** English  
Speaking, understanding and writing  
(IELTS – 8 (All band 7+) and TOEFL – 97 out of 120)

Bangla  
Speaking, understanding and writing

Hindi  
Speaking, understanding and a bit of writing

French  
Beginners Level

**Associations** Member of National Accreditation Authority for Translators and Interpreters of Australia.  
Former member of “Interact club” of Dhaka uptown -3280 (First Level of Rotary Club)  
Former member of ‘International Environment Care Organization’ (I.E.C.O).

**Extra Curricular Interests** Actor (Theatre, TV, Cinema, Radio) Music director (Stage), Singer, Dubbing artist, documentary film maker. Columnist of news daily.

**Referees**

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