

Ad

RÉSUMÉ of A.S. M. MARUF KABIR

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KEY QUALIFICATION:

Development Communication & Advocacy Strategist - experienced in strategy development, conceptualization, planning and implementation of strategic behavior change communication, interpersonal communication, community mobilization, social branding, integrated marketing communication & policy advocacy programs.

Campaign, Public Relation, External Affairs and Corporate Communication Expert - have proven skill in national and international campaign implementation, public relation, networking as well as corporate & external affairs communication and providing support for organizing different national & global events.

Research Based Audio- Video Production Specialization - expertise in research, production and production management for developing local, national, global campaign, advocacy, documentation and training program audio- video project.

Program Management specialist- with the support of modern management technique and leadership quality able to efficiently and tactfully supervise person, government people, press-mass media, multi cultural team or group under any sort of pressure and stress and motivate them to build effective team spirit.

ACADEMIC STANDING :

M.Com, Marketing, Department of Marketing, University of Dhaka (thesis in Marketing Communication & Advertising)- 1995-96

B.Com. (Honours), Marketing, Department of Marketing, University of Dhaka-1994-95

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS:

Visiting Scholar, Department of Drama, New York University, New York, USA;

Faculty (part time), Department of Television, Film and Photography, University of Dhaka;

Executive Editor of drama quarterly 'THEATRE' since 1994 -only regular drama publication in Bangladesh published since 1972;

Member- State Alumni, State Department, USA; International Theatre Institute (I.T.I); Marketing Alumni Association, University of Dhaka;

Secretary- 'Theatre', leading Theatre Company in Bangladesh. Cultural activist- 228 Years;
Elected secretary at Bangladesh Group Theatre Federation for the year 1998-2008;

Acted as convenor, president, member secretary, executive member, co-ordinator in different social, cultural, children organisations and forums;

Part time Teacher, Department of Drama, University of Dhaka;

Guest Speaker, Department of Mass Communication and Journalism, University of Dhaka;

Enlisted drama artist of Bangladesh Television, Bangladesh Betar (Radio) and Drama performer & host of many electronic media.

EMPLOYMENT RECORD:

From July 2007 Employer: Positions held:	January 2010 Different National and International Organizations; BCC & Marketing Strategist
From July 2006 Employer: Positions held:	To June 2007 Bangladesh Center for Communication Programs (BCCP) Senior Program Coordinator
From June 2004 Employer: Positions held:	To June 2006 Bangladesh Center for Communication Programs (BCCP) Senior Program Officer II, Coordinator, Strategic Marketing Advisor and Media Specialist
From December 2001 Employer: Positions held:	To May 2004 Bangladesh Center for Communication Programs (BCCP) Project Coordinator
From May 1999 Employer: Positions held:	To November 2001 Bangladesh Center for Communication Programs (BCCP) Message Development Specialist
From December 1998 Employer: Positions held:	To May 1999 Beximco Systems Ltd Corporate Marketing Executive
From June 1996 Employer: Positions held:	To August 1998 Society for Education in Theatre Project Manager
From June 1995 Employer: Positions held:	To May 1996 Alternative Research Group (ARG) Executive (Research & Operations), Management Controller

BRIEF EXPERIENCE HISTORY:

- Design and implementation of strategic social communication and advocacy plan for BCC, IMC, COMBI, C4D interventions;
- Design and develop Campaign strategy and implement at national & local level;
- Develop media plan for electronic & other media and implement, integrate media convergence;
- **Supervise creative development of scripts for TVC/RDC and message for materials;**
- Review Strategic communication and Marketing material to ensure technical accuracy and message consistency;
- Supervise field testing and field research for finalizing materials;
- Approve the review, comment and assist in finalizing the design for print and electronic media;
- Direct the graphic designer/artists/illustrator to guide them producing the appropriate design for the target audience;
- Provide approval of production activities of print materials;
- Supervise design and development of training/orientation tools;
- Develop monitoring tools for evaluate effectiveness of BCC and marketing activities;
- Coordinate press & media relationship for program promotion & publicity. Spokesperson for press and electronic media;

- Coordinate Campaign, IPC, Advocacy and related activities by implementing partners;
- Provide direction for utilizing social media for involving youth;
- Design anti violation campaign program for British and American government local embassy;
- Design and facilitate communication skill development programs for project staff;
- Life skill facilitation for several programs in many BCC interventions;
- Risk and advance communication designing and implementation;
- Coordinate national & local level event management;
- Provide technical assistance to international, national projects.
- Moderate seminars, symposium, round table, media briefing
- Ensure compliance by the funding agencies;
- Manage government and development partner relationship.

PRESENT WORK STATUS:

Designation and Name of company:

Managing Director, Visual Communication Ltd. (www.viscombd.com), Executive Director, Institute of Culture and Theatre-ICTD (www.ictdbd.org)

Location: Bangladesh

Client: UN organizations & projects, BRAC, USAID Funded Projects, US Embassy, World Vision, Sight Saver International, Save the Children, Swiss Contact, International Committee of the Red Cross, Freed Hollows Foundation, Orbis International, Plan International, Concern International, Help Age International, Government of Bangladesh and many more.

Main activities features: Design and implementation of strategic social communication and advocacy plan for BCC, IMC, COMBI, C4D interventions for different development projects.

Activities assigned:

- Overall management of entire activities under these two organizations;
- Development of BCC & marketing strategy for various communication activities;
- Supervise implementation of BCC intervention;
- Supervise the message development for various client;
- Creative direction of material development;
- Advising the field base activation for development projects;
- Oversee the audio video development process;
- Supervise campaign planning and implementation;
- Supervise research activities of BCC and theatre;
- Oversee countrywide implementation of theatre based projects;
- Building partnership with government, media and stakeholder.

LANGUAGE PROFICIENCY :

<i>Language</i>	<i>Speaking</i>	<i>Reading</i>	<i>Writing</i>
Bengali	Excellent	Excellent	Excellent
English	Excellent	Excellent	Excellent
French	Working	Working	Working

REFERENCE PERSONS :

Edson Whitney

Associate Director

Johns Hopkins Bloomberg School of Public
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