

NAVEED JAVED

Brand Manager | Telecom Brand & Digital Marketing Specialist

✉ naveed.javed12@gmail.com ☎ (+880) 1632-525971 in [linkedin.com/in/naveed-javed](https://www.linkedin.com/in/naveed-javed) 📍 Dhaka, Bangladesh

Professional Summary

Brand management professional with 6+ years of experience in brand strategy, integrated marketing communications, and creative direction, including 3+ years in the telecom industry at Banglalink. Proven track record of building sub-brands, leading 360-degree campaigns, driving customer acquisition through performance marketing, and translating data-driven insights into high-impact brand strategies. Multiple award-winning campaigns and three-time CEO's Game Changer Award recipient.

Core Competencies

Brand Strategy & Positioning • Go-to-Market (GTM) Strategy • Performance & Digital Marketing • 360-Degree Campaign Management • Customer Acquisition & Retention (CLM) • Social Media Strategy & Analytics • Market & Business Metrics Analysis • Cross-Functional Collaboration • Agency & Stakeholder Management • Creative Direction & Content Production

Professional Experience

Brand Category Manager

Sep 2023 - Jun 2025

Banglalink Digital Communications Ltd. (VEON) - Dhaka, Bangladesh

- Managed the brand portfolio of all digital services (Music, Games, Commerce, Care, Courses, Community) within the MyBL Super App, ensuring consistency, quality, and creativity across all brand materials and touch-points.
- Owned brand and communication strategy for the Banglalink Orange Club loyalty program, developing 360-degree communication strategies that drove program growth and engagement.
- Formulated and executed customer acquisition, reactivation, and win-back campaigns, leveraging performance marketing and data-driven targeting.
- Designed and implemented a Customer Lifecycle Management (CLM) framework covering onboarding, engagement, retention, and loyalty using data-driven insights.
- Analyzed market trends, digital service metrics, and campaign effectiveness to deliver data-driven recommendations for strategy refinement.
- Collaborated with creative agencies and cross-functional stakeholders to co-create communication collaterals for national campaigns.
- Led flagship campaigns including ICC T20 World Cup'24, 20 Years of Banglalink, Banglalink SELECT Postpaid Launch, Orange Club Revamp, and first-ever Orange Club Winter Fest & Summer Fest.
- Recognized with three CEO's Game Changer Awards (Q1, Q2, Q3 2024) and Champion of Banglalink Innovation Challenge 2023.

Management Trainee (SAP)

Mar 2022 - Aug 2023

Banglalink Digital Communications Ltd. (VEON) - Dhaka, Bangladesh

- Completed an 18-month organization-wide rotation, accelerating cross-functional strategic projects under senior leadership.
- Contributed to the MyBL Super App launch, Banglalink corporate website revamp, brand guidelines development, customer price perception drive, and Tourist SIM launch.
- Champion of Banglalink Innovation Challenge 2022; received CHRAO's Game Changer Award Q4'22 for developing the employee recognition platform.

Creative Director (Contract)

Jul 2020 - Present

Team Pritom - Dhaka, Bangladesh

- Lead creative direction for brand campaigns and music video productions, planning and strategizing multiple award-winning advertisement campaigns.
- Planned the "MINISO THEKEY KI NISO" campaign; winner of 5 awards at Commward 2022, including Grand Prix (Music/Jingle) and Gold (Best Use of Digital Media, Copywriting).
- Planned Harpic Bangladesh's #19against19 World Toilet Day campaign; Gold in Best Content Marketing and Silver in Best Use of Influencers at the 5th Digital Marketing Award 2021.
- Planned the TECNO Spark 6 Air smartphone launch campaign; Bronze in Best Content Marketing at the 4th Digital Marketing Award 2020.

Commercial Intern

Nov 2021 - Jan 2022

Daraz Bangladesh - Dhaka, Bangladesh

- Supported the seller acquisition team with digital acquisition strategy, lead generation, and creative inputs; helped develop an organogram framework for regional hub operations nationwide.

Accounts Executive

Apr 2020 - Jun 2021

Pencil Box - Dhaka, Bangladesh

- Managed client relationships to develop marketing campaigns and social media content; contributed to pitch presentations and marketing ideas for business development.

Education

Bachelor of Business Administration (BBA), Marketing

2017 - 2021

Institute of Business Administration, Jahangirnagar University - CGPA: 3.56

Higher Secondary Certificate (HSC), Science

2016

Barishal Cadet College - GPA: 5.00

Secondary School Certificate (SSC), Science

2014

Barishal Cadet College - GPA: 5.00

Honors & Awards

3x CEO's Game Changer Awards, Banglalink Digital Communications Ltd.

Q1'2024, Q2'2024, Q3'2024

CHRAO's Game Changer Award, Banglalink Digital Communications Ltd.

Q4'2022

2x Champion of Banglalink Innovation Challenge, Banglalink Digital Communications Ltd.

2022, 2023

Academic Extracurriculars

Head of Planning

2020 - 2021

COMMUNIC, IBA-JU

- Successfully organized 'Negocio 1.0', a National Level Inter-University Online Sales Strategy Competition during the pandemic lockdown.

Joint Secretary

2020 - 2021

ENVISIO: IBA-JU Media & Photography Club

- Successfully organized 'From the Iris', an Intra-University Smartphone Photography Competition.

Software Skills

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign) • Figma • Da Vinci Resolve

• Microsoft Office Suite • Framer • Canva • WebFlow • Affinity • Blender • Cinema 4D