

Uttam Mojumder

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OBJECTIVE

To lead in a marketing and brand leadership role within an organization that values expertise, innovation, and results. Dedicated to driving business growth through strategic planning and dynamic execution.

SUMMARY OF STRENGTHS

- Dynamic, growth-oriented professional with 8+ years of experience in brand communication, project management, and business development.
- Proven track record of success across multiple brands and e-commerce platforms.
- Strategic leader skilled at exceeding organizational objectives and driving measurable growth.
- Adept at fostering brand development and long-term business sustainability.

WORK EXPERIENCE

October 2024 – Till date: Head of Marketing, Shohoz

Leading the largest online ticketing platform on an ambitious journey towards growth and profitability.

- Plan and execute marketing strategies to drive organizational growth and strengthen market position.
- Ensure consistent brand messaging and identity across all platforms to boost customer engagement.
- Develop and drive digital and performance marketing strategies (paid ads, email, social, SEO/SEM) to maximize ROI and reduce acquisition costs.
- Identify new sales channels and growth opportunities to expand customer base and revenue streams.
- Collaborate with cross-functional teams (sales, product, operations) for aligned execution and revenue impact.
- Lead, train, and motivate the marketing team to deliver KPIs and ROI-driven results.

Achievements:

- Started video-first approach and refreshed brand content, modernizing communication.
- Increased engagement rate from 0.5% to 1.5%+ and boosted organic reach by 200%.
- Drove 60% business growth through continuous, insight-driven campaigns.
- Successfully launched offline activations after 4 years, reconnecting with customers on-ground.

May 2024 – September 2024: Marketing Manager, Sheba Platform Limited, Dhaka

Providing Business growth with efficient marketing approach for Sheba Manager

- Led the marketing, creative, and CLM teams to drive brand visibility and customer engagement.
- Directed paid media strategy and performance optimization to maximize ROI and acquisition.

Achievements:

- Relunched the brand "sManager" as "Sheba Manager," strengthening positioning and market perception.
- Achieved 13% growth in new customer acquisitions through targeted campaigns.

July 2022 – May 2024, Marketing Manager, Daraz Bangladesh

Changing purchase pattern with Leading e-commerce platform of Bangladesh

- Led brand marketing for Fashion and Electronics categories, driving double-digit growth in orders, buyers, and traffic.
- Planned and executed integrated campaigns (ATL, BTL, Digital) to strengthen Daraz's brand presence and category positioning.
- Managed end-to-end campaign operations including communication development, performance marketing, and market research to support customer insights and engagement.

• Achievements:

- Brought stronger consistency in brand messaging and media presence across the year, resulting in ~35%+ organic traffic growth.
- Executed 8 Mega Campaigns in two year with consistent marketing mix elements across all touchpoints.
- Spearheaded multiple large-scale campaigns, strengthening Daraz's position in Fashion and Electronics categories.

- Launched and established new brand identities including LOCALE, Daraz EBL Co-Branded Card, and Purno by Daraz.

December 2021 –July 2022: Account Supervisor, Sun Communications

Changing habit of people through creative contents

- Planned and executed 360° campaigns (ATL, BTL & Digital) for leading brands including IDLC, Unilever (Domex), SMC (OCP & ORS portfolio), Evercare Hospital Dhaka, Evercare Group, Mahindra & Mahindra Ltd, Pathao, ABC Real Estate Ltd, and Fakhri's Green Building Resources Ltd.
- Developed brand guidelines and creative collaterals ensuring consistency and strong market positioning.

Achievements:

- Launched Mahindra & Mahindra, Domex, and BSRM Wires in Bangladesh.
- Domex campaign won the Grand Prix Award from Bangladesh Brand Forum in 2020.
- Consistently achieved 100% of business goals every quarter.
- Successfully onboarded 6 new clients, expanding agency portfolio and revenue base.

August 2017 – March 2018: Account Executive, Asiatic EXP

Build local marketing function for L'Oréal Bangladesh Subsidiary as part of the core leadership team

Achievements:

- Successfully launched the "GO EXPLORE" platform for JPGL brand, strengthening consumer engagement.
- Planned and executed impactful BTL campaigns and activations for BATB (JPGL), enhancing brand visibility.

ACADEMIC CREDENTIALS

2011-2017	BS Computer Science, BRAC University
2008-2010	HSC, Milestone College
2006-2008	SSC, Gulshan Model School & College

TRAINING & WORKSHOPS

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- Number of sessions on **Digital Marketing and Media**
 - **Master In Data Analytics** from IIM Skills, India

COMPUTER SKILLS

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- **360° Marketing & GTM Planning:** Experienced in designing full-scale marketing plans and go-to-market strategies that drive measurable business growth.
 - **Brand Communication & Identity:** Skilled at building brands from the ground up, shaping their voice, visual identity, and customer value propositions.
 - **Content & Creative Leadership:** Adept at leading content production and creative direction, ensuring campaigns resonate across ATL, BTL, and digital platforms.
 - **Growth & Retention Strategy:** Proven ability to drive category growth and customer retention through data-driven insights and innovative campaigns.
 - **Project & Team Management:** Strong leadership in managing cross-functional teams, aligning marketing, sales, and operations for seamless execution.
 - **Performance Marketing & Analytics: Hands-on** expertise in paid advertising, social media, SEO/SEM, and using insights to optimize ROI.
 - **Tools & Tech:** Proficient in Adobe Photoshop, Illustrator, Google Workspace, and SQL, Power BI, Python for data analysis and reporting.

LINGUISTIC SKILL

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- Bangla
 - English (IELTS GT 6.5)

REFERENCES

Will be furnished on request