

ASHIQUR RAHMAN KHAN

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Summary

A result-driven person with 7 years of work experience in communications, brand marketing, and digital marketing, able to leverage team leadership and planning strengths to drive competitive growth for any service or product. Knowledgeable about industry trends, market and economic conditions and customer habits. Looking for a growth-oriented managerial position.

Experience

February 2023 – Present

Communications Manager

South Doc Services, NHS Birmingham and Solihull

- Creating and implementing the communication strategy
- Sourcing original stories from all areas of the business
- Drafting and selling-in stories to West Midlands media
- Implementing creative ways to tell South Doc Services' stories
- Writing comments from GPs and practice managers and proactively pitching them to newsdesks
- Providing media training to relevant members of staff
- Hosting journalists for regular catch-ups
- Briefing in of work to third-party agencies, suppliers, designers, photographers and developers
- Evaluating and reporting on successes and learnings weekly, monthly and annually, internally and externally, to the organisation
- Maintaining regular internal communications: Newsletters, website and Intranet
- Developing and designing ad-hoc promotional and marketing materials
- Designing customer/patient feedback surveys to find key insights for further improvements
- Communications and brand marketing lead for the private healthcare subsidiary

Notable achievements:

- Organising and co-hosting the communications strategy workshop
- Establishing South Doc Services' communications roadmap
- Editing and publishing bimonthly newsletters
- Revision of brand vision, mission and core identity
- Website beta-launching with new UX/UI: southdocservices.co.uk
- Brand refreshment and **logo re-designing exercise**: creative research, mock-up designing and versatility test
- Member of the Health Foundation **Q-Lab** test team for the project: How might we create collective responsibility to reduce delays in elective pathways
- Communications lead: Alternative Urology Service Pathway Design and Pilot
- Logo, website and brand identity design for the private healthcare subsidiary (Myvia Health)

November 2019 - December 2022

Assistant Brand and Communications Manager

United Group, Bangladesh

- Strategic planning and execution
- Designing creative frameworks for the subsidiary brand(s)
- Designing and executing multi-channel communications with the audience
- Agency and vendor coordination
- PR and stakeholder engagement
- Inter-department and internal communications planning and execution, including corporate events
- New services and product design and marketing

- B2B and corporate partnership to amplify growth
- Cross-platform communications planning (United Property Solutions Ltd, United Trust, United Hospital Ltd, Wellbeing Pharmacy, Unimart, Chef's Table, Courtside, United Mecca Madina Travels, Petronas Lube Oil, United International University, Sir John Wilson School and other concerns)

Notable Achievements:

- United Group **Corporate Rebranding** (agency supervision and rollout)
- United City visual communications planning and execution
- Real estate sales campaign via digital platforms (Facebook Lead Ads, SMS and WhatsApp push marketing, GDN and hyper location marketing)
- Real Estate **Website** development and launch
- **United Group Website** revamping
- Internal policy development (Brand and Communications)
- Product development for the real estate division
- **Project Lead:** Brand identity development for M A Rashid Hospital (New modern healthcare facility of United Group)
- **Project Lead:** Brand identity development for Orange IT Solutions (IT Solutions Venture of United Group)
- Digital communications channel development for United Property Solutions Ltd.
- Internal campaign planning with HR and Admin department
- Training module planning for staff engagement and productivity
- Marketing and campaign planning for the Wellbeing app
- Service innovation, optimisation and media communication planning for United Hospital Ltd.
- Data-centric cross-platform campaign design and coordination
- Service flow design of United Hospital **Telemedicine Service**
- Development and launching of an end-to-end **Healthcare app**
- **Project Lead:** Centrepoint Shopping Mall brand Identity creation and wayfinding design, marketing and communication strategy set up
- **Project Lead:** Courtside Multipurpose Sports Complex brand identity design and development
- **Project Lead:** Go Kart Racing Arena brand identity development and game design
- Project consultant Sir John Wilson School brand Identity refreshment

September 2017 - November 2019

Senior Executive, Key Accounts

X Solutions Ltd (We Are X), Bangladesh

- Content translation and localisation manager: **iFlix**
- Key Account Manager: **Suzuki** Bangladesh
- Key Account Manager: **Marico** Bangladesh
- Key Account Manager: **Nokia** Bangladesh
- Key Account Manager: Bengal Digital
- Key Account Manager: Eastern Bank Limited
- Key Account Manager: Ezzyr Technologies Limited
- Video content development: Eastern Bank Limited
- Affiliated with **USA-based** company Central Station Marketing, providing them with web-content solutions
- Social media account management for famous keynote speaker **Gary Whitehill**
- Campaign management for **Switzerland-based** company Stellar 32
- Campaign management for **Switzerland-based** company Givaudan
- Digital planning, media buying and content development for **Canada-based** company Syncoria Inc.
- Digital branding and sales campaign in the **UK market** for Swiss watch company 88 Rue du Rhone
- **300+ hours** of content localisation
- Managed a dedicated team of subtitle editors
- **QA Lead** for content localisation
- Designed guidelines for subtitling and localisation
- **Translated iFlix UI** from English to Bengali for Android OS and iOS

Education

2008-2014
B.Sc. in Applied Physics
Minor in Anthropology
BRAC University

Certificates

- MHFA England Mental Health First Aid Champion
 - Oliver McGowan Training on Learning Disability and Autism
 - ACT e-learning (ProtectUK)
 - Information Governance, GDPR and Cyber Security by NHS BlueStream
 - Google Data Analytics by Coursera
 - IBM Data Visualisation Essentials with Cognos by Coursera
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Skills

- People management
 - Project management
 - Microsoft Office tools
 - Adobe tools
 - Internal communications and stakeholder communications
 - Copywriting and proofreading
 - Strategic planning
 - Brand identity design and development, branding and marketing
 - Agency, designer, developer, vendor and supplier management
 - CRM and ERP software
 - Digital Marketing (Meta, Google display and PPC, LinkedIn), Email marketing, push marketing
 - Content designing, development, management and curation
 - Website management and SEO
 - Business analytics, data visualisation and presentation
 - Social media, online and offline; multi-channel communications
 - PR and media management, press release
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Languages

- English (IELTS 7.5)
 - Bengali (Native)
 - Hindi (Fluent in speaking)
 - Urdu (Fluent in speaking)
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Interest

Cycling, Trekking, Stargazing, Football, Alt-rock and Garage Rock Music, Science Fiction, Architecture, Anthropology, Travelling, Reading, Pop-culture and Anime