

Abu Sadat Chowdhury

Brand & Digital Marketing Leader | FMCG, E-Commerce, Retail & QSR

11+ years driving revenue growth through integrated brand strategy with a 44% GMV uplift & APAC's highest lead conversion rate.

✉ abusadatc@gmail.com / 01312 298 211 / linkedin.com/in/sadatc abusadatc.netlify.app

Core Competencies:

- P&L Management & Go to Market Strategy (GTM)
- Integrated Brand Strategies & Category Expansion
- Cross-functional Collaboration & Partnership Impact
- Performance & Digital Media Marketing
- Data Driven Consumer Insights & Loyalty Programs
- Omnichannel Campaign with ROI Optimization

Professional Experiences:

Tasty Treat *Senior Brand Manager, Marketing* (Team Leadership: 5 members) (Sep'24 – Oct'25)

Achievements & Expertise

- ✓ Accomplished **18% YoY** sales growth through data-driven paid & organic campaigns, 360°*strategies* & occasion-based engagements, resulting **Gold** Award at ***Commward***.
- ✓ Led integrated A/BTL campaigns with **PR**, **influencers**, B2B & **telco** partners, optimizing a BDT **4.8M** monthly budget to boost footfall, loyalty & revenue of **550+** outlets.
- ✓ Launched 4 Combo Lunch meals under 120tk with **<2% wastage** & seasonal café deals.

Portfolio Scopes

Yearly Budget & Media Plan, PR, TikTok Ads, Influencer, AEO, B2B, QSR & Telco Partners

foodpanda Bangladesh *Campaign Manager, Marketing* (Nov'21 – June'24)

Achievements & Expertise

- ✓ *S*caled Bangladesh's highest-ROI **panda rewards** campaigns; achieving an average **44% GMV uplift** directly contributing to food verticals business performance.
- ✓ Retained **18% lead conversion rate**, highest across APAC via *Salesforce* automation.
- ✓ Crafted **50+** pandamart **private label** products, managed **12+** foodpanda global food **concept brands**, balancing global brand standards with local consumer relevance.

Portfolio Scopes

AAAs, Kitchens, Concept Brands, panda rewards, pandago, HomeChef, Lead Gen, shops, private labels

meenaclick (Meena Bazar online) (Team Leadership: 7 members)

Assistant Brand Manager, E-commerce, Brand & Communications (Jan'20 – Nov'21)

Achievements & Expertise

- ✓ Scaled **278% sales** & **450% order growth** via user acquisition campaigns, conversion funnel optimization, omnichannel innovations with delivery card swap & store pickup.
- ✓ Achieved SBU **EBITDA** positivity and a **22% app install** conversion rate by deploying **multi-touch attribution** across bank, MFS & delivery partnerships while leveraging seasonal, event-based **ASO** to unlock new consumer segments & category expansion.

Portfolio Scopes

App Store Optimization, App Install, LinkedIn Ads, Meta Ads, SEO, SEM. Grocery Retail, FMCG, Banks, MFS, Delivery Partnerships

International Consumer Products Bangladesh Limited (Darlie Global FZC affiliated)

Assistant Brand Manager, Marketing Communications (Sep'16 – Dec'19)

Achievements & Expertise

- ✓ Launched **5 household brands** via Chaldal e-com with ***14 lakh*** BDT budget, achieving ***10% conversion***, ***25% brand*** awareness lift for ***BPL franchise*** jersey partnership.
- ✓ Translated Nielsen *Retail Audit* & *FGD* insights to identify brand potential, leading to launch **28 SKU**s that drove category expansion & 1.1M revenue growth in 12 months.

Category/Brands

Skin Care, Hair Care Candy, Noodles, Commodity Products, Packaging Production

Square Toiletries Limited *Category Executive, Health & Hygiene* (Nov'14 – Apr'15)

Achievements & Expertise

- ✓ *Rolled* out **Health & Hygiene Division** and built a scalable distribution channel for Senora.
- ✓ Drove upsell, cross-sell & retention by accelerating **distribution**, securing **category** budget & **trade marketing** initiatives, increasing **availability** with ***38%*** numeric distribution.

Category/Brands

Senora Sanitary Pads
Supermom Diapers
Meril Baby Care

British American Tobacco Bangladesh
Territory Officer (ATO Habiganj and TO Kulaura), Trade Marketing & Distribution (Aug'13 – Apr'14)

Achievements & Expertise	Region/Area
✓ *Achieved record-breaking **141% growth** in Habiganj, making it **#1 territory in Sylhet** Region in 2013 by driving trade marketing, distribution expansion & team leadership.*	B.Baria Area
✓ Led a ***170+ sales team***, overseeing ***merchandising***, stakeholder engagement to meet brand **distribution** and market **coverage** targets across **1500+** outlets.	Sylhet Region

Early Career Experiences:

The City Bank Limited	General Admin, Corporate Branch	Introduced catalogue-based file
Internship	Jan'13 - Apr'13	management system.
East West University	Business Administration Dept.	Provided academic guidance to *120+ students*
Undergrad. Teaching Assistant	May'12 - Dec'12	& assisted faculty by recording grades.

Tools & Tech Proficiency:

Marketing Automation	Meta Ads Manager, Google Ads, Mailchimp, Braze, **Buffer**, **Adjust**, CMS, Firebase
Insights & Analytics	Google Analytics, Search Console, Looker Studio, Trends, Tableau, **Power BI**, SQL, SPSS
SEO & Creative Media	VidIQ, Social Blade, Keywords Everywhere, Ubersuggest, Canva, Adobe Photoshop
SCM & Project Mngt.	**Jira**, EOQ Modeling, Vehicle Routing, Solver Tool, Trendline

Certifications & Training	Institution/s Name	Timeline
Generative **AI** Mastermind	**Outskill**: AI Upskilling	2 & 3 May'26
Business Analytics with **Power BI**	Unbolt Academy	24 Apr'26
Google **Analytics**, Firebase Console, SEM, GDN, Email Push	Ending Scene School	7 Mar'20
Business or **Brand**	Brand Practitioners BD Ltd	30 Nov' 19
Market ***Research*** Toolbox	Key Makers Consulting	26 Oct'19
Social Media Marketing, **SEO** & Web Design Tools	Creative IT Ins & BRAC University	Nov'18 Oct'19
Workshop on **Facebook Blue Prints** for Bangladesh	Facebook (Meta) & ICT Division	Feb'18
Advance ***MS Excel***	East West University Business Club	June'13

Educational Qualifications	Name of the Institution/s	Year	CGPA/ GPA
MBA (Operations Management)	BRAC University	2019	3.42 out of 4.00
BBA (MIS & Marketing)	East West University	2013	3.17 out of 4.00
H.S.C (Business Studies)	Dhaka City College	2007	4.30 out of 5.00
S.S.C (Business Studies)	B.A.F. Shaheen College, Tejgaon	2005	4.38 out of 5.00

Club Engagements:

- **President** at East West University Sports Club (Feb 2012 – Feb 2013)
- **Designer** at Environment and Social Club (Jan 2012 – Dec 2012)

Selected Projects & Initiatives:

- Expertise in **PR** & developing integrated comms across TV/OVC, print ads, magazines, newsletters, photoshoots, jingles, RDC, cooking shows, TV news interviews, sports franchise (**ATL**); POS display, **BTL** activations (school, van, park, pop-up, **DITF**), HORECA, MFS, Bank, Delivery, telco partnerships for FMCG, retail, e-commerce brands.
- Architected **case study** & served as finals **panel Judge** – UIU Brand Master Season 2 competition. *May'18*
- Conducted marketing **research** and authored two **theses** on "*Consumer Buying Factors*" and "*How Availability Influences Customers*" as part of Marketing and Operations Management coursework. *Apr'12 & Dec'19*

References: available on request.