

MAHIR KASHAF ANTOR

Marketing enthusiast | Optimistic | Believer

01982-441311



mahirkashaf@gmail.com



Merul Badda, Road-13,
House-24, Dhaka.



www.linkedin.com/in/mahir-kashaf-073004246/



WORK EXPERIENCE

Gulshan 1 Market

1st May 2020- 30th November 2022

Executive- Brand Marketing & E-commerce

Gulshan 1 Market is well known for imported and domestic grocery items. My major responsibilities are given below-

- Conducting online market research, customer surveys and web analytics to understand customer needs and identify new opportunities.
- Work with Media Planning team for increasing website traffic, conversion rates, customer retention, order size & number of orders.
- Work with Marketing Agency in making ATL marketing strategy for campaigns and promotions of E-Commerce products.
- Responsible for planning and delivering innovative content across all social media platforms.
- Identify low expire products and take promotional strategy accordingly.
- Work with IT vendor and operate backend SAP, user-friendly backend & when needed.
- Product Sales Forecasting through Zoho Inventory Software.
- Vendor Onboarding, Negotiating contracts and maintaining good supplier relationships.
- Responsible for order fulfillment operations through inventory management and work with Inbound/Outbound logistics partners to execute deliveries.
- Preparing budgets, cost analysis, cost benefit report in order to smooth business operation.

CAREER OBJECTIVE

With more than 2 years of experience in Brand Marketing & Operation at an E-commerce organization now seeking for a position where my skills & experiences are valued and can be beneficial for the organization

EXPERIENCE AREAS

- Brand Marketing
- Social Media Marketing
- Business Development
- Vendor Communication
- Digital Marketing
- E-commerce Operation
- Campaign Management
- Customer Experience

Jarvis Digital

23rd February 2019- 30th April 2020

Executive- Community Management

Jarvis Digital is a 360 Marketing and Advertising agency.

- Closely work with Brand Manager and understand brand communication.
- Understanding of key Target audiences by analyzing Business Suite Insight.
- Replying customers queries & comments on Facebook, Instagram & LinkedIn.
- Monthly Ad Performance report making.
- Monthly Quiz, Contest winner selection for **Fogg, Herfy & Vini** brand.

SOFTWARE SKILLS



Zoho Inventory



Microsoft Excel



PowerPoint



Microsoft Word



Adobe Photoshop

PERSONAL SKILLS

- Storytelling
- Problem Solving
- Multitasking Ability
- Work Ethics
- Negotiation

EDUCATION

Bachelor in Business Administration January 2016- April 2020
East West University
Major: Marketing **CGPA:** 2.75/4.00

Higher Secondary Certificate January 2013- July 2015
Government M.M College, Jashore
Background: Business Studies **GPA:** 4.00/5.0

Secondary School Certificate December 2012
Jhikargacha B.M High School, Jashore
Background: Business Studies **GPA:** 5.0/5.0

CERTIFICATION

Institution: Google Digital Garage
Course Name: *Fundamental of Digital Marketing*
Course offered by Google Digital Garage(On-going). 26 Modules and 40 hours online course.

Institution: Great Learning
Course Name: *Brand Management*
It's an online course based on Brand elements, Brand building, Type of brand, Brand vs Product, Role of a Brand Manager etc.

Institution: UY LAB
Course Name: *Graphics Designing*
Basic course about Adobe Photoshop, Premier pro and Adobe Illustrator.

ACHIEVEMENTS

- ❑ **Lead** the launching of an e-commerce named **Gulshan 1 Market**.
- ❑ **Executive-Chief Coordinator** of East West University Creative Marketing Club from 2019-2020.
- ❑ Co-ordinated the **first ever digital marketing** competition in Bangladesh named **Analytics** as an Event Director. Almost 130 team participated among Bangladesh.
- ❑ Organized **Integrated Marketing Communication** business competition named **Creative Carnival**.

REFERENCE

Name: Shahriar Khan
Designation: Manager- Brand & Marketing
Organization: Premier Cement Mills PLC.
Contact No. : 01756-716577

Name: Tanvir Ahmed Tishad
Designation: Head of Strategy
Organization: Digifix
Contract No. : 01727-533210