



# H. MAHRUK MOHSIN KHAN

## CONTACT INFO



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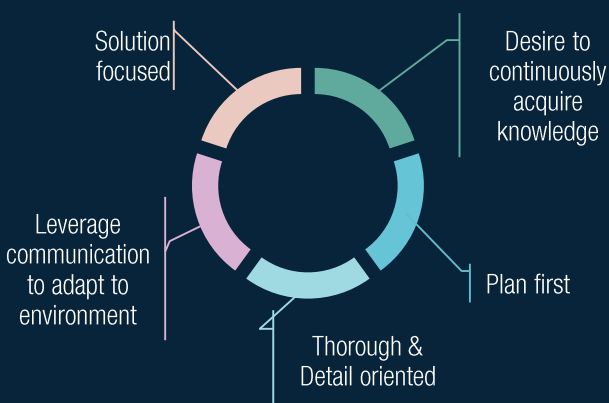


126, 9A West Dhanmondi (Shankar), Dhaka 1209



## ABOUT ME

A research oriented & result driven strategic marketer, with hands-on experience on both Communication strategies and Business development. I like taking ownership of my work, 'that, with a continuous improvement approach. Enjoy a learning-sharing team setting which facilitate coherent growth within team, leading to richer quality of work. Looking forward to secure a position in the marketing department of a progressive organization, to effectively contribute in its goal achievement, while pursuing my dream of becoming a CMO.



## EDUCATION

Oct 2012  
-  
Dec 2017

### NORTH SOUTH UNIVERSITY

BACHELOR OF BUSSINESS ADMINISTRATION

CGPA – 3.17/4.00

Major i – Marketing

Major ii – Human Resource Management

Jan 2011  
-  
June 2012

### MAPLE LEAF INTERNATIONAL SCHOOL

IGCSE A-LEVEL

Concentrations – Business Studies, Economics & Accounting

May 2009  
-  
Jan 2010

### CEPHALON INTERNATIONAL SCHOOL

GCE O-LEVEL

Concentrations – Commerce, Economics & Accounting

Aug 2019  
-  
Present

### MAAKSA. GROUP

PARTNER & HEAD OF PRODUCT AND SUPPLY CHANNELS

Jan 2019  
-  
July 2019

### EXPO GROUP BANGLADESH

GRADUATE MANAGEMENT TRAINEE

Major Responsibilities:

1. Attend supervised sales visits for hands on learning on new business acquisition and key account management.
2. Analyze management style & performance of different SBUs.
3. Perform import/export operation activities i.e. booking creation, issuing shipping order, customer liaising, B/L creation etc.

June 2018  
-  
Nov 2018

### BEATNIK DIGITAL

STRATEGIST

Strategy & Business Development

Major Responsibilities:

1. Performing primary and secondary research on brands and market.
2. Designing promotional strategies, campaigns, brand plans and execution strategies.
3. Developing customer journey, target market personas and mood boards for positioning strategies.
4. Devising solution frameworks for clients' business problems.
5. Creating and delivering strategy pitch presentations to potential customers and key account brands.
6. Creating RFP and EOI documents for submission.
7. Managing two Research Trainees.

Sep 2017  
-  
Jan 2018

### BANGLALINK

INTERN (ORGANIZATIONAL DEVELOPMENT)

Human Resources & Admin

Major Responsibilities:

1. Coordinating all in house and external training.
2. Creating training database, analysis, monthly report & presentation, and schedule.
3. Assisting in training budget creation and 2017 360° feedback updated organogram.
4. Managing Intern database and collecting and filing all documents.



## INTERESTS



Social Volunteering



Cooking



Creative Writing



Travelling



Basketball



Playing Bass



## AWARDS



### THE DUKE OF EDINBURGH'S AWARD

BRONZE AWARD (DEC 2011)

SILVER AWARD (JUNE 2012)



### INTRA NSU MODEL UN CONFERENCE

BEST POSITION PAPER AWARD (JUNE 2014)



## REFERENCE



### MR. REZWANUL AREFIN

Business Partner

Human Resources

Unilever Bangladesh Ltd

Relationship – Professional

Contact no. - +8801962400393



### MR. MOHAMMAD ABIR MAZUMDER

Managing Partner

Strategy and Business Development

Beatnik

Relationship – Professional

Contact no. - +8801671114536



## SOCIAL NETWORK



LinkedIn

[www.linkedin.com/in/khanmahruk22](http://www.linkedin.com/in/khanmahruk22)

## COMPETENCIES



### MS PowerPoint



### MS Word



### MS Excel



### Negotiation



### Presentation Skills



### English Competency



## EXTRA CURRICULAR ACTIVITIES

Nov 2013 to June 2015

### NSU MODEL UNITED NATION CLUB

SENIOR MEMBER

Sep 2012 to Jun 2015

### MAPLE LEAF INTERNATIONAL SCHOOL

SUBSTITUTE TEACHER (Part Time)

2013 - 2014

### MAPLE LEAF INTERNATIONAL SCHOOL

ASSISTANT BASKETBALL COACH

Feb 2013

### FIBA ASIA SABA CHAMPIONSHIP 2013

LIAISON OFFICER & TEAM LEADER

2011 - 2012

### MLIS WRITER'S CLUB

GENERAL MEMBER

Nov 2011

### VOLUNTEER FOR BANGLADESH

CAPTAIN – UNIVERSAL CHILDREN'S DAY EVENT

2010 - 2011

### MLIS PHOTOGRAPHY CLUB

LIAISON OFFICER & TEAM LEADER

Oct - Nov 2011

### VOLUNTEER FOR BANGLADESH

VOLUNTEER - ADMIN & REGISTRATION FACILITATOR (UCD)

July 2011

### SHEIKH KAMAL INTERNATIONAL BASKETBALL TOURNAMENT

LIAISON OFFICER