

GOSWAMI ASHIM RANJAN

ACBA-IBA, DU (enrolled), MBA-Marketing, MCom.-Marketing

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CAREER OBJECTIVE

Aiming to be a frontline contributor of business by developing strategic marketing plan to create customer and brand TOM in a fast-paced working environment, where contributed strategic planning, utilizing process and supporting leadership initiatives.

CAREER SUMMERY

Total Experience : 17 years diversified industry experience
Common Experience : Brand, Marketing and Sales Planning
Customer Experience : B2C, B2B & B2G
Overseas Market Experience : Overseas branding of Runner MotorCycles to Nepal
Core Brand Experience : Quikfill (Rahimafrooz), TATA, Runner MotorCycles and UM-Runner, bti (Real estate), Rupayan CITY (Gated Community)
Brand Ambassador Experience : Shakib Al Hasan, Mashrafe Bin Mortaza

FUNCTIONAL COMPETENCIES

Strategic Planning	Brand Development	IMC	Digital Marketing
Event & Activation	Import/Export	Sales Planning & Management	Marketing Research
Dealer & Retail sales	Public Relation	Agency Management	Business Analytics

LEADERSHIP COMPETENCIES

- Team Building, Coaching & Training
- Demonstrate Ethics & Integrity
- Strategic Planning align with Organization Vision
- Open to new Idea & Approach

INDUSTRY EXPERIENCES

Motorcycle	Commercial Vehicle	Consumer Car	CNG	Ceramic Tiles	Advertising
FMCG	Real Estate	Gated Community			

RESEARCH AND SURVEY

- Market research and Strategy of Rahimafrooz CNG by Market Access- CNG Industry and Future
- Customer satisfaction survey of Rahimafrooz CNG by Market Access
- Analysis of TG behavior of Motorcycle industry and future of Domestic Brand by QUERY
- Retail Strategy on Rupayan MAXUS by the consideration of customer, investor, consumer & visitors along with TG behaviors, price escalation trend and demand of an experience mall in Bangladesh by JLL- India
- Customer experience analysis and Strategy for Rupayan Skyvilla by Beyon Rational
- Survey and analysis of Rupayan CITY brand TOM and strategy by Infinigent Consultant
- Data mining survey on Location based TG profiling by Query

PROFESSIONAL EXPERIENCES

1. General Manager- Marketing	Rupayan CITY	Feb 2020 to Aug 2021
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Responsible for gated community business revenue plan and marketing. Rupayan CITY Utrara is a big experience to plan for a premium mega gated community for the lifestyle seeker in SEC A+ A- level.

Key Accomplishment

- Increase sales number from 4/5 units/ month to 35 units, achieve record marking sales number of 120 units in 2020 by last 4 months in Rupayan history. YTY growth 71%.
- Create RUPAYAN CITY brand; first city developer brand in Bangladesh

3. Introduce Rupayan City Ultra as a premium city brand in Bangladesh. Enhance Rupayan City Brand name as well as fame of Rupayan Group.
4. Launch ABP-2021, 2022 for the goal of MIND SHARE- MARKET SHARE- HEART SHARE
5. Introduce Ready to Move in with Registration for RCU.
6. Work closely with the Group Chairman and Board to create effective marketing and brand strategy;
7. Developing Call Center & CRM performance and website renovation;
8. Responsible for lead generation through Omni- channels, distribute lead and performance evaluations;
9. Conducting market research on Rupayan MAXUS mall objective to establish an experienced shopping mall in Bangladesh;
10. Create automation on customer experience for the visiting customers
11. Coach, develop and motivate team for best work and efficiency. Arrange 3 days sales training on sharpening sales skills.
12. Establish the Team mind for team building- One Team One Goal.

2. General Manager	MindTree Limited	Dec 2017 to Jan 2020
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Responsible for overall advertising business, strategy, crafting big idea and media planning, Manage all team, customers and relationship with every stakeholder.

Key Accomplishments

1. **FMCG:** Healthy Choice Food & Beverage- **MOJAR Brand**, 360° brand portfolio
2. **Cricket Sports:** Team Owning for MindTree and Managing Team- Khulna Tigers in BBPL-2019-2020
3. **Aluminum Frame:** Bangladesh Thai Aluminum (BTA), ATL and Digital Portfolio
4. **GOB:** DG Health, Family Planning, Biman Bangladesh, Coast Guard, ICT
5. **Bank:** Premier Bank, ATL and Digital Portfolio
6. **Furniture:** Vintage Furniture, ATL and Digital Portfolio

3. GM & Head of Brand	Building Technologies and Ideas Ltd	Jul 2017 to Nov 2017
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1. Create bti corporate brand guideline;
2. IMC plan of bti through offline and online platform towards the target group;
3. Emphasize on project design & branding;
4. Digital marketing strategy and execution through website management, SEO, Social media marketing, Email, Re-marketing and blogging. Objective to brand and sales lead generation;
5. Monitor SBU's branding strategies and programs;

4. Head of Marketing	Runner Automobiles Limited	Mar 2016 to Jan 2017
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Overall responsible of 2W SMCC- sales, marketing and customer care, Achieve Sales target, Retain & increase market share, Consumers analysis, Competitors analysis, Annual Sales-Marketing-Customer Care Plan, Team Management, Product Development, Dealer Management and Ad Agency management.

Key Accomplishments:

1. 2016- achieved 30% growth in sales and increase 2% market share in Y-Y of 15-16.
2. Change Runner brand image from Chinese bike to Bangladeshi brand to bike enthusiast.
3. Annual business plan of 2016 and 2017 for both local and international business
4. Research on consumer insight
5. Launched 4 new models- Turbo- 125cc & 150cc, Kite+ 110cc, Bullet- 100cc, Knight Rider- 150cc
6. Oversee the new showroom design maintain channel brand VI and shop-in-shop for UM Runner.
7. Manage and active participation of brand ambassador- Shakib Al Hassan. BPL cricket branding and Rajshahi Kings promotion.
8. 360° TVC airing campaign across the country. TVC making from India.
9. Campaign on No.1 motorcycle brand- AD-80S in 80 cc segment.
10. Conduct serial sales promotion campaign in round the year, support to achieve the sales target.
11. Oversee the marketing and brand plan of Nepal Showroom for international market entry.
12. Organize international training on "Sales Excellence" for sales and dealers staff

5. Manager- Business Development	Nitol Motors Ltd. (Nitol-TATA)	Jul 2012 to Feb 2016
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- Responsible for TATA International Business of direct sales and Tender business in Bangladesh.
- Maintain, develop and inherent relationship with top tire GOB offices of B2G and B2B channel.
- Competitor Analysis, B2B/ B2G Analysis, direct communication with TATA and manage multi source vendor.
- Design and manage multi segment dealers/agents for business development.
- Formulate tender document with price, technical specification for local, international and e-tender.
- Import/Export support to international - domestic users by information/ update/ documents of PI-LC opening- Shipments

update- Delivery- Feedback.

Key Accomplishments

1. **KAM Sales process**, by Jul 2013-Nov 2013.
2. Made **Business Plan for Tender** and direct Sales. Started with 23% market share and increase up to 37% by a year in government and direct L/C.
3. **New Business Development**- TATA ambulances, buses, passenger cars, pickups, trucks in BD market.

6. Executive- Marketing	Rahimafrooz CNG Limited	Feb 2007 to Jun 2012
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Annual Sales Plan, Annual Communication Plan, Brand Management, Manage Team, Competitor Analysis, Trade Marketing, Tender, NSV, GP, Training, Campaign and Vendor Management.

Key Accomplishments

1. Annual Business Plan (ABP), 2008-2012: Sales and Marketing plan
2. Re-Branding of MSIS (5th Generation CNG Conversion) by ATL & BTL campaign, ABP 2010-11.
3. Branding: Quikfill; retail chain gas filling station first time in Bangladesh, ABP 2007-08.
4. Execute several sales promotion campaigns.
5. Implement "Customer Feedback Plan" in all outlets in ABP 2007.
6. Develop programs among sales and work-shop team to provide best customer services in daily work.

7. Manager-Marketing	China Bangla Import Export Corp. Ltd.	May 2005 to Oct 2006
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Feasibility Report, Business Development, Sales Target Planning, Indenting and commercial.

Key Accomplishments

- Established 35 distribution points under retail sales network in Dhaka city for imported floor tiles.
- Made local distribution plan for mobile handsets business of LENOVO&CUSAN.
- New Business & Idea development for construction materials—wooden floor, PVC floor and tiles.
- Indent to Sharif Umbrella, Nasir Glass Industries

ACADEMIC QUALIFICATIONS

- **University of Liberal Arts Bangladesh**
MBA- Major in Marketing, 2014
- **National University of Bangladesh**
Master of Commerce in Marketing, 2005
- **National University of Bangladesh**
Bachelor of Commerce, 2000
- **Anandamohon Gov't College, Mymensingh**
HSC- Commerce, 1997
- **Mohonganj Pilot Gov't High School**
SSC- Science, 1994

PROFESSIONAL QUALIFICATIONS

IBA, University of Dhaka

Advance Certificate in Business Administration-ACBA, 2017

COMPUTER LITERACY

Microsoft Windows, Microsoft Office (good in MS- Word & Excel, PPT), Internet & Email

LANGUAGE PROFICIENCY

- Professional efficiency in English (Reading, Writing, Speaking and Listening)
- Bilingual efficiency in Bengali

HOBBY & INTEREST

Branding, Art & Culture, Reading, Photography, Typography, Traveling and Friendship.

ORGANIZATION HONOR

1. Appreciation and Letter of increment for the contribution on successful marketing strategy and execution on Rupayan CITY, 2021.
2. Recognized for integrity in all work from Runner, 2017.
3. Annual performance overseas recreation & motivation tour in Malaysia' 2014, by Nitol Motors Ltd.
4. TATA Plant Visit-Pune 2013 for confidence development, by Nitol Motors Ltd.
5. **Best award on Key Account Management Plan** among 5 managers from MD of Nitol Motors Limited, January 2013.
6. **Employee of the Year (ABP09-10), Best Salesmanship Award (ABP 10-11), Rahimafrroz CNG**

WORKSHOPS/ CERTIFICATE COURSES

- 2021:** "Leadership and Strategy", organized by Md Akbar Hassan, BRIDDHI, Mar 2021.
- 2020:** "Business Strategy of ABP", organized by InfiniGent Consultant, Sep-Dec 2020.
- 2020:** "Strategic Salesmanship", by Rajib Ahmed, Dec 7-9, 2020.
- 2017:** "Digital Marketing Bangladesh", organized by BDjobs Training, Oct 04-Nov 15' 2017.
- 2017:** "Strategic Planning and Leadership", by MDP- IBA, DU, May- Jun' 2017.
- 2017:** "HR and Employee Relations", by MDP- IBA, DU, Apr- May' 2017.
- 2017:** "Accounting and Finance for Managerial Decision", by MDP- IBA, DU, Feb-Mar' 2017.
- 2017:** "Marketing in a Changing Environment", by MDP-IBA, DU, Jan-Feb' 2017.
- 2011:** "Leadership Breakthrough", by Mr. Ranjan D Silva, SENSEI Int.BD, May 24 - 25' 2011.
- 2009:** "Competency Frame Work for Rahimafrroz", by Rahimafrroz, Feb 12' 2009.
- 2008:** "Professional Brand Management", by Mr. Shariar Amin, NET VALUE, June 27' 2008
- 2007:** "Brand Building Lesson for SME", by Mr. Shariar Amin, BDJobs.Com, Oct 26' 2007
- 2007:** "Leading Role", by Language Workshop- Malaysia by Mr. Brian, Aug 22- 23, 2007.
- 2007:** "I+10 Habits" -In-house training. By Rahimafrroz, May 22' 2007.
- 2007:** "Art of Professional Selling"- Mr. K. M. Ali by Rahimafrroz. March 28' 2007

REFERENCE

1. Mr. Md. Mushtaque Ahmed
Faculty of Brand and Marketing

ULAB and IBA- DU
Cell: 01713012951
Teacher and Mentor

3. Mr. Bishwajit Goswami
Assistant Professor
Drawing & Painting Department
Institute of Fine Art, DU
Cell: 01717147129
Family

PERSONAL DETAILS

Father's Name : Bidyut Ranjan Goswami
Mother's Name : Roma Goswami
Present Address : Flat No.-2A, House No.- 63/B, North Dhanmandi, Kalabagan, Dhaka-1205
Village Address : Al Mobin Road (Dutta Para), Mohonganj, Netrakona-2446
Marital Status : Married
Date of Birth : 15 October 1978
Nationality : Bangladeshi
Religion : Sonaton (Hinduism)

Sincerely yours'

Goswami Ashim Ranjan