

Md. Kawsar Hossain khan

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CAREER OBJECTIVE

Want to pursue a challenge and responsible career where my knowledge and skills can be best use for the development of the organization and in an environment which can be enable the growth of my career and my knowledge. My heard work and knowledge are my assets.

Personal Profile:

Result oriented 15 years of experience with outstanding consistent record of exceeding standards and exceptions as a brand marketer and showrooms in-charge also in the field of motorcycle manufacturing and service Provider Company. Excellent communication, presentation and negotiation skills with a unique combination of interpersonal, analytical abilities.

Company Profile:

Roadmaster Motors Limited, the leading motorcycle manufacturing and service provider company in Bangladesh in Chinese motorcycle segment. Roadmaster Motors Limited is the Sole distributor of Guangzhou Dayun Motorcycle limited of china. Roadmaster Motors Limited also marketed 'KINETIC' brand motorcycle of India and 'DYL' brand motorcycle of Pakistan. Company had hundred and above sales agents (Dealers) all over Bangladesh and Roadmaster Motors Limited had some own selling showrooms.

Work Experience: Total 14 year 06 months approx.

Company Name & Address : Roadmaster Motord Limited.
16, Kemal Ataturk Avenue, Tower Hamlet (10th floor), Banani,
Dhaka-1213

Period : From July 2015 to 19 December 2021

Position : **Manager (Brand Marketing) & Asst. Manager (Brand Marketing)**

Responsibilities & Activities:

- Planning, organizing, implementation and monitoring marketing & branding activities to achieve sales target.
- Co-Ordinate with area sales personnel and dealers to increase brand visibility.
- Develop and optimize marketing campaigns (product launching & promotion).
- Responsible for brand marketing with print media & social media (digital).
- Analyze competitor performance and market trends to recommendation for brand development
- Arrange 'Mega Service Camp' as promotional activity.
- Also participate in "Dhaka Bike Show" for two times and successfully complete the campaign.
- Attend in 'Dhaka International Trade fair-2019 & 2017'. Also maintain a team for these activities.

- Arrange 2/3 days offer campaign in rural and urban area such as Road Show, Rally, Umbrella campaign, Boishakhi mela, Mechanics meet and other activities for sales promotion and brand visibility.
- Also Monitoring Company's Showrooms Activity (Daily Sales, Collections, Payments & Others).

Period : From June 2007 to June 2015

Position : Sr. Executive (Accounts) & Executive (Accounts)

Responsibilities & Activities:

- Maintain all dealers' accounts.
- Communicate with dealers for payment collection.
- Maintain dealers' monthly and yearly closing statement.
- Also responsible for motorcycle registration paper etc.

Educational Qualification:

- 2009 - MBA(Marketing) from Dhaka International University. Complete 42 credits out of 45 credits.
- 2003 - Hon's(Accounting)Under National University
- 1998 – 2nd Division from science group under 'Cantonment Public School & College, Bogura.'
- 1995 – 1st Division from science group under 'Cantonment Board High School, Bogura.'

Skills:

- Excellent communication skill.
- Project Management
- Excellent skill in MS office (MS Word, Excel, Power Point). Very good at Excel.

Personal Information:

Father's Name	: Anwar Hossain Khan
Mother's Name	: Shafia Begum
Permanent address	: Village: North Dud-Khaly, P.O: Hobiganj, P.S: Madaripur Sadar, District: Madaripur, Bangladesh.
Date of Birth	: 26 February 1980
Sex	: Male
Nationality	: Bangladeshi.
Religion	: Islam
Marital Status	: Married
Hobbies	: Travelling & Music.

Reference:

Murshed Alam
General Manager
Roadmaster Motors Limited
Banani, Dhaka-1213
Cell - 01552479034

Ashraful Haque
Senior Manager (Sales)
TVS Auto Bangladesh Limited
Cell - 01919194385

Yours sincerely
Md. Kawsar Hossain Khan