

RAZIT ISHRAQ KHAN

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CAREER OBJECTIVE

Looking for a position as a team player, in a people-oriented organization, where I will be able to maximize my experience in marketing, business development and customer experience in a challenging environment and achieve the designated corporate goals.

EDUCATION & QUALIFICATIONS

NORTH SOUTH UNIVERSITY

Bachelor of Business Administration (BBA)

January 2013 – August 2017

Major: **Marketing and Finance & Accounting**

CGPA **3.60** on a scale of 4.00

CHITTAGONG COLLEGE

Higher Secondary Certificate (HSC)

2010 – 2012

Science

GPA 5.00 on a scale of 5.00

KAFCO SCHOOL & COLLEGE

Secondary School Certificate (SSC)

2008 – 2010

Science

GPA 5.00 on a scale of 5.00

WORK EXPERIENCE

Management Trainee- Sales

Crystal Future Venture Limited

August 1, 2018 – Present (2+ years)

Key Responsibilities:

- Ensuring sales of H+S communication equipment and Motorola two-way products in line with the company's growth target
- Leading, motivating and monitoring sales team of all accounts.
- Generating the sales lead and ensuring customer retention through customized offerings.
- Determining and communicating sales targets and sales achievements of the sales team weekly, monthly and on yearly basis.
- Generating sales report, maintaining sales database, customer databases and creating sales dashboard regularly and communicating those with top management.
- Regularly collaborating with legal, finance, procurement and operations team to analyze the feasibility of prospective projects.
- Sales analysis and prepare forecasted reports to assist the management in effective decision-making.

GLOBAL YOUTH INITIATIVE PROGRAM
NESTLE PROFESSIONAL DEPARTMENT
NESTLE BANGLADESH LIMITED
July 16, 2017 – July 15, 2018 (1 year)

Key Responsibilities:

- Ensuring primary and secondary sales in line with the company's growth target in assigned distribution point
- Leading, motivating and monitoring secondary sales force.
- Following Route to Market (RTM) and preparing alternative RTM model for the business when required.
- Increasing brand awareness, visibility and generating demand through co-branding and partnership with other organizations.
- Market data analysis and market development for new products and existing Stock Keeping Units (SKU's).
- Planning and executing promotional campaigns.
- Preparing yearly business plan (Blueprint) for 2017-2018 ensuring the growth of 20% of the business of the designated distribution point.

AWARDS & ACHIEVEMENTS

- 'GreatNES' award by NESTLE Bangladesh Limited for achieving the highest sales growth (26%) for all the projects operated by NESTLE Professional Department during quarter 1/2018 and quarter 2/2018.
- Awarded Leadership badge for leading a Boys' Scout Team in regional level on 2009.
- Awarded 'Best Disciplined Student' by the school on 2006 and 2008.
- Runners-Up in the regional Mathematical Olympiad from Chittagong on Primary Level (2005) and Junior Level (2008).
- Talent pool Government Scholarships on Primary Level (2005) and Junior Level (2008), General Government Scholarship on Secondary level (2010).

CERTIFICATIONS

Excel Skills for Business: Intermediate I

August 28, 2020

Macquarie University, Sydney, Australia

an online non-credit course authorized by Macquarie University and offered through Coursera.

Excel Skills for Business: Essentials

August 08, 2020

Macquarie University, Sydney, Australia

an online non-credit course authorized by Macquarie University and offered through Coursera.

The Fundamentals of Digital Marketing

March 20, 2020

Google Digital Garage

an online course covering all aspects of the modern digital marketing, offered by IAB through Google Digital Garage.

International English Language Testing System (IELTS)

February 08, 2020

Overall- 8.0;

Listening- 7.5, Reading- 9.0, Writing- 7.5, Speaking- 7.5

EXTRA-CURRICULAR ACTIVITIES

- **Voluntary Work:** Winter Clothes Donation Campaign, KAFCO (2009-2012), Blood Donation Campaign, Chittagong College HSC '12 (2012), Tree Plantation Campaign, KAFCO (2010)
- **Debate:** Runners-up in national debate competition '08.

REFERENCES

Ishrat Jahan Synthia

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School of Business & Economics (SBE), North
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