

## Zarif Tazwar Khan

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Road-7,  
Block D, Bashundhara R/A  
Dhaka – 1229  
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### CAREER OBJECTIVE

Be part of an organization that offers me a stable and positive atmosphere and inspires me to enhance and therefore to innovate the work culture for the betterment of all parties concerned.

### EDUCATION

**2017 – 2018**

**NORTH SOUTH UNIVERSITY**

Masters of Business Administration  
(MBA) Major: **Marketing**

**CGPA**

**3.21 on the scale of 4.00**

**2013 – 2017**

**NORTH SOUTH UNIVERSITY**

Bachelor of Business Administration  
(BBA) Dual Major: **Marketing and  
Human Resource Management**

**3.53 on the scale of 4.00**

**2011 – 2013**

**BRITISH COUNCIL BANGLADESH**

A Level (Advanced Level)

**3.50 on the scale of 5.00**

**2010 – 2011**

**GREEN VALE SCHOOL**

O Levels (Ordinary Level)

**4.25 on the scale of 5.00**

### WORK EXPERIENCE

**Position 1: Management Trainee – Sales & Marketing**

**Organization: Pidilite Speciality Chemicals (BD) Pvt. Ltd (Fevicol Bangladesh)**

**Time Frame: October 2018 - Present**

**Key Responsibilities: 1. (Oct 2018 – Feb 2019):** Responsible for managing and implementing sales and marketing activities of the top 4 products (Fevicol Super Glue, Solvent Cement, M-Seal, Fevikwik) of Fevicol MNT Division and 1 product (Fevicol MR) of ASF Division in 30 territory of Bangladesh.

- Managing, training and motivating existing sales and development team to drive revenue growth.

- Developing sales and marketing strategies for the territories and target setting for the sales team.
- Monitoring sales team performance, analyzing sales data, and reporting to zonal heads.
- Collecting end user and market feedback and reporting to the organization.
- Ensuring stock at the distributor end.
- Conducting SGA (Small Group Activities) and In-Shop Activities for the end users.
- Planning and execution of communications and media actions on social media (Facebook).

## **2. (March 2019 – Present): Acting Zonal Head (Dhaka South)**

- Plan, organize, direct and control the respective sales staff to meet the progress of sales target achievement.
- Ensuring the primary & secondary sales target through distribution, productivity, coverage, visibility and merchandising.
- Visiting Dealer/ Distribution point and solve trade queries and problems. Ensuring optimum level of stocks at all times and effectively controlling distributor's performance.
- Exploring new markets & ensuring maximum outputs from the existing markets through close monitoring.
- Coordinating with marketing team to implement various promotional schemes/activities.
- Tracking competitor's movement & analyzing the market.
- Setting performance norms for the salespersons. Monitoring each salesperson's daily performance and comparing it with that month's objective.

### **Position 2: Intern**

**Organization: Exim Bank Bangladesh Limited**

**Time frame: January 2017 – April 2017**

#### **PERSONAL ASSESMENT**

- |                               |                                                            |
|-------------------------------|------------------------------------------------------------|
| • Strong interpersonal skills | a. Proficiency in written and spoken English/Bangla        |
| • Ability to take stress      | b. Competent in writing, comprehension and fluent speaking |
| • People skills               | c. Experienced in MS Office Applications                   |
| • Good communication skills   | d. Proficiency in typing English/Bangla                    |
| • Problem solving ability     |                                                            |
| • Willingness to learn        |                                                            |

#### **PERSONAL INFORMATION**

- Date of Birth: 16/06/1994
- Nationality: Bangladeshi

#### **REFERENCE**

<p><b>Rafsan Elahi</b></p> <p>Lecturer, North South University</p> <p>Contact Details: +8801717225814</p>	<p><b>Mohammad Yakub</b></p> <p>Director, Asian &amp; Daf Group</p> <p>Contact Details: +8801711750518</p>
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