



# Kazi Nasif Hasan

## Partner Manager

Live Commerce

Daraz Marketing Solutions

Daraz Bangladesh Limited

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## WORK EXPERIENCE

### Partner Manager

Live Commerce,  
Daraz Marketing Solutions  
Daraz Bangladesh Limited

07/2023 – Present; Banani, Daraz HQ

#### Achievements/Tasks

- Responsible for onboarding brands to Daraz Live and Affiliate Marketing
- Sell Daraz Live features to brands and manage them once onboarded
- Responsible for the launch of price slash and other DMS features
- Planning and scheduling Brand's content and KOL to ensure maximum engagement
- Yielded over 150% in all operational campaigns through Sponsorships in Live Commerce
- Responsible for managing Int'l Brands in Partnership with DMS

### Asset Management & Operations

Senior Executive,  
OBHAI Solutions Ltd.  
(MGH Group)

08/2020 – 07/2023 Banani, MGH HQ

#### Achievements/Tasks

- Responsible for distribution of mobile devices and detecting requirements of all operative zones.
- Maintain database of all devices and agreements between business stakeholders.
- Launch new operational project and aligning all teams involved.
- Communicate with Sales team and report on device utilization to Management.
- Track devices 24/7 and ensure reliable data keeping to ensure updates of Assets.
- Prepare weekly performance reports of the sales teams of all ongoing projects.
- Ensure alignment with the Company requirements & report updates to Management.

### Ride Quality Assurance

Management Trainee,  
OBHAI Solutions Ltd.  
MGH Group

11/2019 – 08/2020 MGH Express House Banani

#### Achievements/Tasks

- Detect technical and operational issues causing Driver/ Passenger dissatisfaction.
- Proposing change to the system to ensure stakeholder satisfaction and hold meetings to align all parties.
- Led the RQA team of 5 to ensure efficient solving of queries and tickets and made changes to systems as per requirements.
- Creating and managing the Geofence of the company service areas.

## EDUCATIONAL BACKGROUND

### School of Business Education (2015-2019)

#### North South University

Human Resource Management & Marketing  
CGPA 3.2

### HSC (2014)

#### Dhaka Residential Model College

Science – GPA 5

### SSC (2012)

#### Dhaka Residential Model College

Science – GPA 5

## SKILLS

- Microsoft Office (Excel, PowerPoint, Word).
- Data Sorting, Analysis and Presentation.
- Creation of Dashboard using MS Excel Query.
- Leadership: Led a team of 35 on multiple projects.
- Project Launch and Cross Team Stakeholder Management.
- Written and Spoken Communications: Emails, Reports and Updates
- Partnership Management
- Negotiations & corporate communications

## ACHIEVEMENTS

- Managed data integrity within operations and Asset tracking, ensuring timely entry and visibility of Asset distribution activity.
- Improving the efficiency of maintaining a huge sales team in the organization.
- Provided seamless support to Management and Sales teams alike with updates and reports on projects and tasks.
- Meeting deadlines consistently with reliable data.
- Was able to streamline the data analysis process across the company leading to an efficient output.
- Alternated the process of onboarding stakeholders reducing the company onboarding cost by 75%

## CO-CURRICULAR ACTIVITIES

- Creative Director: Fanverse Bangladesh: Initially creating review and speculative content for the entertainment company, which then led to directing the other creators into the type of content which would gain following
- Marketing Executive: ShopHobe: Planning and execution of campaigns
- Finalist of a Business Competition: Morale Bonanza
- Competed in National Business Competitions such as Corporiddlerz, Biz Maestros
- Organized many national events as a Sub-Executive of the Business Club NSU YES!

**Trade Intern**  
(Acting TO of Narayanganj 1)  
**British American Tobacco**  
**Bangladesh** (4/2019 – 08/2019)  
Narayanganj-1

**Achievements/Tasks**

- Leading a team of 28 Sales Representatives, Sales Managers, Brand Representatives.
- Helped launch a new VFM Product in to the Market.

**LANGUAGES**

- Bangla: Native in writing and speaking.
- English: Expert in writing and speaking.

**INTERESTS**

- Creating and Consuming Creative Content
  - Exercising
  - Video Games
  - Board Games
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**REFERENCE**

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