

SAILESH MAHAT (Mr.)

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**Education:** **Masters in Business Administration (M.B.A)** (September 2011- October 2013)  
Kathmandu University School of Management (KUSOM)  
Balkumari, Lalitpur, Nepal

**Bachelors in Information Management (BIM)** (2005-2009)  
Tribhuwan University  
St. Xavier's College  
Kathmandu, Nepal

**Professional Experience** **Brand Officer**, Sujal Foods Pvt. Ltd. Naxal, Kathmandu, Nepal. April 2015 to present.  
**Online Sales Executive**, Dragonair/Cathay Pacific (G.S.A. Amravati Travels), Naxal, Kathmandu, Nepal. February 2014 to April 2015  
**Marketing Intern**, Morang Auto Works (Yamaha Division), Teku, Kathmandu, Nepal. June 2013-September 2013  
**Cloudworker (part time)**, Cloudfactory, July 2013-December 2013  
**Marketing and Sales Associate**, Vertex International Pvt. Ltd., Thapathali, Kathmandu, Nepal, July 2010-June 2011  
**Intern**, Bent-Ray Technologies, Kupondole, Kathmandu, Nepal, March 2009-August 2009

**Technical Skills** Microsoft Office Package: Word, Excel, Powerpoint, Outlook  
Software: Photoshop, IBM Digital Analytics, Adobe CQ5, Unica eMessage

**Relevant Experience And Participation** **Research Projects:**  
-Research on TV viewing practices of Nepali people by analyzing data collected from A.C. Nielsen, MBA 2011  
-Analysis of marketing strategies of Yamaha (STP process), MBA 2011  
-Research on Global Business possibilities of Lentils, MBA 2011  
-Analysis of the Business Environment of Rolpa Cement, MBA 2011  
-Study of Management Information System of Nepal Telecom, MBA 2012  
-Brand audit of Ncell, MBA 2012  
-Study of Strategic management of Wal-Mart, MBA 2012  
-Business Plan development of Second-hand Furniture shop, MBA 2013  
-Brand personality assessment of Samsung mobile, MBA 2013

- Consumer Behavior analysis of Ncell, MBA 2013
- Campaign development of Blindness Awareness, MBA 2013

### **Internship projects:**

- Market analysis of Ray-Z scooter for males (perception and motivation analysis of potential customers), MBA 2013
- Competitor analysis of scooter segment in Nepal, MBA 2013
- Market Analysis of motorcycle resale value in Nepal, MBA 2013
- Website design in Wordpress, BIM 2009

### **Participation:**

- Participated in ECAN education fairs as sponsors and representative of Dragonair/Cathay Pacific, 2013
- Participated in training on Cisco Certified Network Associate CCNA course, BIM 2007
- Participated in Toastmasters International Youth Leadership Program (YLP), 2013
- Participated in KUSOM Annual Festival 2012, Member of Core Committee
- Participated in KUSOM Job cum Internship fair, Member of Core Committee
- Participated in print ad competition for Mahindra 2-wheelers
- SAMEA Annual conference
- Launching of Smart Lollypop and Choco Fun Big Fun

### **Job Responsibilities and Achievements at Dragonair/Cathay Pacific: (Feb 2014-July 2014)**

#### **Responsibilities:**

- Work closely with headquarters at Hong Kong in generating sales/marketing opportunities through promotion and campaigns
- Exploit partnership opportunities through tactical tools (credit card promotion with banks, tourism board, universities)
- Timely pricing of online fares and update in the website [www.dragonair.com.np](http://www.dragonair.com.np)
- Improve offers targeting through Real-Time-Marketing (RTM)
- Incentivize online sales through online value-added offers such as in-flight Duty Free coupons, ex baggage allowance, giveaways and bonus miles
- Maintain the presence of Dragonair Nepal through Social Network sites
- SEM/SEO
- Produce and broadcast quality newsletters of Dragonair to promote products and offers

- Introduce sales campaigns such as lucky draws and giveaways

**Achievements:**

- Dealt with Nagarik News for digital marketing in the form of online advertisement in their web portal
- Issued the first “KASpecials” newsletter of Dragonair Nepal
- Conducted several contests in facebook and awarded winners with sponsored prizes
- Promoted online fares for international credit card holders by signing a deal with Nabil Bank
- Managed the content in the website and updating offers, pictures and other content
- Capitalized on two ECAN Education fairs to promote our brand and products to the student population
- Participated in KASpecials newsletter and Asia Miles recruitment campaign
- Introduced Early Bird fare for Holiday season
- Implemented Wifi advertising, a new concept in Nepal, to promote our brand and product

**Job Responsibilities and Achievements at Dragonair/Cathay Pacific: (Feb 2014-July 2014)**

**Responsibilities:**

- New product development
- Launching strategies for new products
- Marketing of existing products
- Product and packaging design and re-design
- Vendor management

**Achievements:**

- Played an important role in the launching of new products: Smart Lollypop and Big Fun
- Involved in various ATL and BTL activities like creation of TV commercials and installment of BTL promotion materials

<b>Language</b>	Nepali - Native language English - Proficient in reading and writing Hindi -Working proficiency
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## References

- Mr. Sirish N. Shakya, Managing Director, Vertex International Pvt. Ltd. 9841253456
- Mr. Manindra Shrestha, Brand Manager, MAW Enterprises, Teku, Ktm. 9841687710 [manindrashrestha@gmail.com](mailto:manindrashrestha@gmail.com) (Internship Supervisor)
- Mr. Aroon Thapa, Manager, Amravati Travels, Naxal, Kathmandu. 9851027153