Sabik Mahmud Khan



HEAD OF MARKETING — BRAND STRATEGY, GO-TO-MARKET & GROWTH

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PROFILE

Marketing leader with nearly five years scaling GoZayaan, a leading Bangladesh-based travel-tech platform, from an early-stage startup into a multi-brand, multi-market group spanning travel, remittance, and newly launched migration and lending verticals. Led GoZayaan's brand relaunch and built two of its sister brands — HomeTown and Rupkotha — from the ground up, alongside "Season of Travel," GoZayaan's flagship annual campaign, during a period the group scaled from $100K to over $40M in monthly gross transaction value. Award-winning strategist (Cannes Lions Young Lions, Spikes Asia) with earlier agency-side experience across global brands including RedBull, Carlsberg, Pond's, and Betadine.

CORE COMPETENCIES

Brand Strategy & Rebrands • Go-to-Market & Market Entry • Performance & Growth Marketing • PR & Earned Media • Multi-Market Team Leadership • Loyalty & Lifecycle Programs

PROFESSIONAL EXPERIENCE

GoZayaan

Dhaka, Bangladesh · Southeast Asian travel-tech platform

Head of Marketing April 2026 - Present

- Leading marketing through the 2026 launch of two new group verticals — migration and lending — expanding beyond the core travel and remittance business
- Launched the Rupkotha brand from scratch, a new venture upskilling blue-collar Bangladeshi professionals for qualified overseas employment
- Led go-to-market for HomeTown's remittance and brand launch in the UK
- Opened the Motijheel Experience Centre in Dhaka's corporate cluster
- Manage a 20+ person marketing team and external agencies across GoZayaan (Bangladesh, Pakistan) and HomeTown (Singapore, Malaysia, UK)

Senior Manager, Brand & Marketing April 2025 - April 2026

- Created and led "Go Limitless," GoZayaan's traveler-led brand campaign, still running across multiple episodes
- Led go-to-market for the largest product relaunch in company history — a full flight-product revamp re-onboarding the entire user base
- Contributed to HomeTown's expansion into Malaysia and Singapore, supporting strong app-install growth in Malaysia and multi-million-dollar transaction-value growth in Singapore
- Opened the Chittagong experience center and led customer acquisition in the new zone
- Led go-to-market for the Gift Cards product
- Contributed to the group posting its first profitable months on a consolidated basis starting September 2025, as newer ventures scale toward breakeven

Manager, Brand Marketing November 2022 - April 2025

- Created "Chuti Maanei GoZayaan," which became a long-running flagship brand campaign
- Opened Bangladesh's first travel experience center in Banani, managing the retail build with architects and contractors
- Ran GoZayaan's biggest hotel campaign to date, coordinating 30+ influencers to shift Eid hotel-booking perception
- Launched the Visa and Umrah product go-to-markets and the "Club Limitless" loyalty program
- Grew monthly net revenue approximately 44% over 2024 ($220K to $318K)
- Led the GoZayaan Bangladesh brand to its first sustained profitable stretch, turning monthly EBITDA-positive from September 2024

PROFESSIONAL EXPERIENCE (CONTINUED)

GoZayaan

continued

Assistant Manager October 2021 - November 2022

- Built GoZayaan's marketing funnel from the ground up across all channels, joining during the company's early growth phase ($100K first-month group GMV)
- Led GoZayaan's full rebrand and relaunch — new logo and guidelines — then introduced the brand into Pakistan, its first international market
- Created "Season of Travel," GoZayaan's flagship mega-campaign, still driving major GMV every peak season
- Created the HomeTown brand from scratch — identity, guidelines, and go-to-market

Analyzen

Dhaka, Bangladesh · Digital marketing agency

International Account Lead & Strategic Planner April 2017 - July 2021

- Core member of both the new-business and strategy teams; promoted to International Account Lead
- Managed international client relationships and strategic planning across global brands including RedBull, Carlsberg, Pond's, and Betadine

Deshi Ballers

Dhaka, Bangladesh · Volunteer, women's basketball development

Social Media Planner (Volunteer) July 2020 - January 2022

- Volunteered as media lead and social media planner for an organization dedicated to developing women's basketball in Bangladesh

EDUCATION

BRAC University — BBA, Marketing — 2018 - 2021 · CGPA 3.56

Notre Dame College — HSC, Science — 2013 - 2015 · GPA 5.00

St. Joseph Higher Secondary School — SSC, Science — 2005 - 2013 · GPA 5.00

AWARDS

Winner, Young Lions Competition 2019
Bangladesh Brand Forum & Cannes Lions — youngest-ever winner, competing against the country's leading agencies

Finalist, Young Spikes Integrated Campaign
Spikes Asia 2019, Singapore — represented Bangladesh in the festival finals with an integrated campaign for UNDP against 18 regional teams