



KHALAD SAIFUL

BRAND & COMMUNICATIONS SPECIALIST
CREATIVE DESIGNER | EXPERIENCE 10+ YEARS



ABOUT ME

Driven by results Professional with over a decade of expertise in the field of brand and design management. A history of increasing brand awareness, developing innovative brand strategies, and providing effective solutions. Able to oversee projects from inception to conclusion, effectively manage cross-functional teams, and maintain brand consistency across all platforms. Adapt market research, trend analysis, and competitor positioning to identify growth opportunities. Strong interpersonal and communication abilities, as well as the capacity to build rapport with key stakeholders.

CONTACT

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COMPETENCIES

- Brand Strategy Development
- ATL, BTL, TTL Marketing
- Event Planning & Activation
- Project Management
- Digital Marketing
- Creative Director
- Graphics Design

EXPERIENCES



DEPUTY MANAGER
(HEAD OF THE DEPARTMENT)
2019 - CONTINUE

ACHIEVEMENTS

DUTIES & RESPONSIBILITIES

RANGS GROUP

Concern: Sea Resources Group, Sea Natural Food Limited
Department: Brand & Communication
Job Location: Head Office, Dhaka.

- * Developed and implemented innovative strategies that led to **92% growth in sales revenue in 4 years**.
- * Introduced **Premium Line products, which contribute 31% of total sales**, and main cash cow **Paratha Line products, which contribute 56% of total sales**.
- * Successfully executed marketing campaigns across various platforms, resulting in a **67% increase in brand awareness and customer engagement**.
- * **Enlistment in over 162+ modern trade platforms** in Dhaka Chattogram and Sylhet and **04 E-commerce platforms**.
- * **Managed a budget of BDT 65 Lac** for marketing purposes from the foreign organization "WorldFish".
- * Organize and execute several **high-profile events, including product launches, exhibitions, CSR events, etc.**
- * **Design 29 products packaging** and social media posts.
- * Enlistment of **2 giant contract manufacturing (CM) clients, whose yearly turnover is around 5 crore**.
- * Got **1st prize in the National Fish Week Fair** for stall design.
- Develop strategies and manage marketing campaigns across print, broadcast, and online platforms to ensure product and service alignment with customer expectations and enhance brand credibility.

- Brainstorm and implement effective advertising strategies to maximize brand exposure and drive sales.
- Monitor, budget, and optimize online platforms for improved performance and return on investment.

- Analyze the success of marketing campaigns and prepare comprehensive reports for management review.
- Supervise the creation of advertising materials and product designs, ensuring consistency in branding and messaging.

- Collaborate with multiple departments, clients, vendors, and colleagues to achieve marketing objectives.

- Organize and coordinate events, including product launches, exhibitions, photoshoots, and fiestas.

- Develop the design and overall layout for packaging, advertisements, magazines, banners, products, brochures, and infographics that make complex ideas more accessible.



SOFT SKILLS

COMMUNICATION:

To management and colleagues on the team, I am an expert communicator of brand concepts, ideas, and design suggestions.

CREATIVITY:

My ability to think outside the box and solve problems creatively allows me to come up with fresh, eye-catching designs.

ADAPTABILITY:

I possess a high level of agility in adjusting to evolving project specifications, market inclinations, and industry trends.

TIME MANAGEMENT:

Schedule management and task prioritization are two of my strong suits, allowing me to reliably complete projects on schedule without sacrificing quality.

COLLABORATION:

I thrive in collaborative environments, working effectively as part of a team and collaborating with colleagues and stakeholders to achieve project objectives.

PROFESSIONALISM:

Regardless of the situation, I always act professionally, showing dependability, honesty, and a cheerful attitude at work.

PROBLEM SOLVING:

I have the ability to analyze challenges and come up with inventive ideas in order to overcome design obstacles and accomplish the objectives of a project.



TECH & TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premier Pro
- Adobe Dream Weaver
- Adobe Director
- Adobe Lightroom
- Adobe Bridge
- Sony Sound Forge
- Autodesk 3DS Max
- Keyshot Studio
- Sublime Text
- Power BI
- Orange Data Mining
- MySQL
- Google Workspace
- Microsoft Office Suite



EXPERIENCES

ACME

SENIOR EXECUTIVE

2017 - 2019

ACHIEVEMENTS

DUTIES & RESPONSIBILITIES

THE ACME AGROVET & BEVERAGES LTD.

Concern: Limerick Resources Ltd. & Carnival
Department: Brand & Business Development
Job Location: Market Operation Office, Dhaka.

- * **23 Giant event organize** such as Dealers meet, Annual sales conference, Concert etc.
- * Introducing Line "B" products, including packaging design. Which **contributes 33% of the total sale.**
- * Introducing **fun items brand "Bitebox"**. Which **contributes 29% of the total sale.**
- * Designing and Organizing **"Annual Sales Meeting" in Cox-bazar with 3000+ personnel.**

- Collaborate as a team player, working alongside designer and brand strategy planners,
- Carrying out market research in order to keep up to date with customer trends, as well as predict future trends,
- Demonstrated the ability to work with various media, including design & campaign
- Work under pressure, and be constantly on the run, juggling multiple projects at once,
- Developing strategic plans and assessing company performance,
- Conducting research and data analysis to inform business decisions.



SENIOR EXECUTIVE

2016 - 2017

CARNIVAL

Department: Creatives
Job Location: Head Office, Dhaka.



SENIOR VISUALIZER

2016 - 2017

MARINE HOUSE LTD

Concern: Mamrin Studio
Department: Creatives
Job Location: Head Office, Dhaka.



GRAPHICS DESIGNER & CODER

2014 - 2015

GEEKS N TECHNOLOGY LIMITED

Department: Design
Job Location: Head Office, Dhaka.



EDUCATION



EMBA

(ENROLLING)
(Started 2023)

BRAC BUSINESS SCHOOL

Area of Concentration:

Major 1: Marketing (Completed)

Major 2: Operations and Supply Chain Management (Running)

Credit: 51 completed, 03 running, remaining.

CGPA: 3.08



B.A (ARTS)

2012 - 2016

SHANTO MARIAM UNIVERSITY OF CREATIVE TECHNOLOGY

Area of Concentration:

Graphic Design and Multimedia

Credit: 139 completed.

Result: 3.14 (Recognized as one of the top 3 designers from the 18th Batch)



H.S.C

2011

DHAKA COMMERCE COLLEGE

Area of Concentration:

Business Studies

Result: 4.5



DECLARATION

To the best of my knowledge, the information provided here is factual and accurate, and if necessary, I am able to produce any kind of documentation.