



SUVAGATA MAZUMDER

Creative Director | Brand Strategist | Visual Communication Lead

PROFESSIONAL SUMMARY

Brand and creative leader with 14 years of experience in brand strategy, creative direction, visual design, and motion graphics, including 7+ years in brand management across FMCG, real estate, healthcare/aesthetics, and education. Proven zero-to-one brand builder with a track record of measurable sales and perception gains, skilled in integrated ATL/BTL/Digital campaigns and end-to-end client management.

CORE COMPETENCIES

Strategic & Brand Development

Brand Strategy & Positioning · Zero-to-One Brand Building
Competitive Positioning & Market Analysis.

Creative & Design Leadership

Creative Direction · Visual Identity Architecture · Logo & Graphic Design ·
Motion Graphics & Video Production · UI/UX Design.

Campaign & Channel Strategy

Integrated Marketing Communications (ATL/BTL/TTL)
Digital & Performance Marketing · SEO & GEO Strategy.

Business Management

Client Relations & Account Management · Team Leadership & Mentorship
Cross-functional Collaboration · Performance Analytics & Reporting.

CONTACT

Present Address: Sheltech Jaicintha,
Tally Office Road, RayerBazar, Dhaka.

Permanent Address: 56 Jamalkhan Road,
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EDUCATION

BBA, Management Information Systems
University of Central Oklahoma, USA

Higher Secondary Certificate (Science)
Islamia Degree College, Chittagong

Secondary School Certificate (Science)
Chittagong Collegiate School

TECHNICAL & CREATIVE SKILLS

Design: Photoshop, Illustrator, InDesign

Motion & Video: After Effects, Premiere Pro, DaVinci Resolve, Audition

UI/UX: Figma, Adobe XD

Web: WordPress, Framer, Webflow, Cursor AI

Marketing: SEO, Meta Business Suite, Google Analytics

Systems: SQL, Windows/Linux Server, CRM (Odoo, Zoho, Brevo)

AI Tools: ChatGPT, Claude, Veo3, Midjourney, Suno

Languages: Bengali (native), English (fluent), Hindi (conversational)



PORTFOLIO LINK



CAREER

CREATIVE OPERATIONS & BRAND STRATEGY LEAD

DOTMEET, DHAKA

Oct 2022 to Sept 2026

INSTRUCTOR

ABCL IT

Oct 2022 to Sep 2024

HOD - BRAND MANAGER

BHL GROUP

Mar 2021 to Sep 2022

ASSISTANT BRAND MANAGER

BHL CERAMIC

Oct 2020 to Mar 2021

CHIEF OF OPERATIONS

LTMH (Let's Talk Mental Health)

Apr 2020 to Nov 2022

IT MANAGER &

PROFESSIONAL ADVISOR

SIA CONSULTANCY

Oct 2019 to Sep 2020

VISUALIZER (REMOTE)

JUSTSTORYS

Aug 2019 to Aug 2020

IT MANAGER

SCHOLARS ZONE

Feb 2018 to Jul 2019

VISUALIZER

MARKETING BEE

Jan 2017 to Jan 2018

OPERATIONS MANAGER

ROADIES-CONOCO GAS

Jan 2014 to Aug 2016

ADMISSIONS AMBASSADOR

UNIVERSITY OF

CENTRAL OKLAHOMA

Feb 2014 to Aug 2014

REFERENCE

Snahashish Dey
Deputy Manager, HR
Unique Power Limited
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KEY ACHIEVEMENTS

BRAND STRATEGY & MARKET POSITIONING

Avante Aesthetics: Multi-Location Brand Architecture

Built complete brand identity system from concept to execution; scaled from zero to two operating locations within 18 months, establishing market presence in the aesthetics vertical.

Maryland Homes: Repositioning for Rapid Conversion

Executed full brand repositioning strategy that drove 24 apartment unit sales in 90 days, demonstrating direct correlation between brand positioning and sales velocity.

Perla Sanitarywear: Product Launch & Category Leadership

Collaborated on design and positioning of Bangladesh's first Odu basin (Perla), achieved national #1 market position in category within launch period, establishing category leadership.

SeriMechan Group: Multi-Market Rebranding

Led comprehensive rebranding initiative across Bangladesh and Malaysia operations, harmonizing brand identity and market positioning across regional markets.

BUSINESS GROWTH & REVENUE IMPACT

BHL Group Ceramic Division: National Market Ranking

Elevated ceramic division to #2 national market position (2022). Led end-to-end enlistment of ceramic product line with Public Works Department Bangladesh (PWD), managing all regulatory compliance documentation, certification submissions, and ongoing compliance maintenance, unlocking institutional government procurement channel.

Unity Group: Rapid Client Acquisition

Increased client acquisition by 25% within 3 months through targeted brand strategy, secured UProperty account, establishing flagship client relationship.

Golden Spoon Restaurant: Revenue Acceleration

Drove 40% sales increase within 60 days through integrated brand and promotional strategy, demonstrating rapid monetization capability.

Dotmeet: Path to Profitability

Achieved break-even profitability in 11 months, secured 6 client Memoranda of Understanding, establishing sustainable revenue foundation.

PRODUCT DEVELOPMENT & TECHNOLOGY INNOVATION

Brandluka: AI-Enabled Social Media Management Platform

Co-authored first integrated AI social media manager enabling campaign planning, content calendar management, content generation, and direct Meta posting, establishing new category in creator tools.

Element: AI-Powered Medicated Cosmetics Ecosystem

Leading development of medicated cosmetics product with integrated AI-enabled mobile application featuring: skin/scalp analysis via smartphone scanning (hydration, pigment, condition assessment), telemedicine dermatologist access, AI-driven product recommendations, and automated refill + usage notifications, creating consumer engagement loop.

Research & Positioning: Pre-Launch Market Validation

Conducted brand positioning research and consumer insights analysis ahead of Perla and Vinci product launches, reducing market entry risk through data-driven positioning.

OPERATIONAL EXCELLENCE & SYSTEMS DESIGN

Brand Department SOP Development

Designed scalable Standard Operating Procedures for brand department, establishing governance framework for brand management, consistency, and cross-functional alignment.

EDUCATION, TRAINING & MENTORSHIP

Design Tools Instruction & Curriculum Development

Taught Figma, Framer, and Webflow; developed comprehensive training curriculum aligned with BTEB/NSDA certification tracks, preparing students for industry-recognized credentials and professional practice.