

Sobuj Shikder

Brand & Content Lead — Social | Campaigns | Digital Media

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WORK PORTFOLIO

Behance: www.behance.net/sobujshikder 🖱
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SUMMARY

Six years building high trust brand systems and go to market engines for global enterprises and scaling software products. I translate complex software architectures and emerging market mechanics into clear, conversion driven narratives across US, EU, and APAC corridors. I own the pipeline end to end: brand positioning, digital product marketing, creator distribution, and weekly execution.

SKILLS

Brand Ownership	Design principles	Creative Strategy	Graphic Design	Social Media Design	UI/UX Design
<u>Brand Visual Development</u>	<u>A/B Testing</u>	<u>Project Management</u>	<u>Creative Direction</u>	<u>Team Management</u>	

EXPERIENCE - (6+ Yrs)

Vivasoft Ltd / Banani, Dhaka

Brand & Content Lead (Jul 2026 – Present)

I drive Vivasoft's global brand identity, tech storytelling, and multi-channel content strategy for US, European, and APAC enterprise clients.

- Spearheading end-to-end B2B brand strategy, global client acquisition campaigns, product marketing across Fintech and AI platforms.
- Directing high-impact creative execution for client case studies and interactive web touchpoints to strengthen global market trust.
- Managing visual design standards and corporate identity across international tech conferences branding, and digital marketing collateral.

Highlight skills: • Global B2B Brand Strategy • Tech Product Positioning • Enterprise Campaign Execution • Creative Direction

BMW Bangladesh / Le Meridien, Dhaka

Senior Visualizer (Oct 2024 – Jun 2026)

I spearhead creative campaigns and visual for globally renowned brands, including BMW Bangladesh, Ford, and Executive Machines (Apple).

- Conceptualizing and executing impactful campaign KVs that align with brand guidelines and effectively communicate campaign's core message.
- Ensuring cohesive brand representation across multiple touchpoints, enhancing brand recognition and audience engagement.
- Producing high-impact design content for digital and print media, elevating the visual appeal of campaigns for automotive and tech brands.

Highlight skills: • Creative Direction • Visual Storytelling • Marketing Design • Product Design • Project Management

Duary Media LTD / Mohakhali DOHS, Dhaka

Visualizer (Feb 2021 – Sep 2024)

Duary Media is a leading Media Buying & Advertising Agency, where I spearheaded the visual and static design department for Brand and AD.

- Creatively developed innovative and effective design solutions tailored to client briefs and pitches, resulting in a 42% improvement conversion.
- Expertly managed and mentored a team of 5+ designers, ensuring the successful delivery of projects on time and exceeding client expectations.
- Strategically designed and delivered over 30 impactful visual campaigns, enhancing brand visibility across multiple platforms.

Highlight skills: • Team Leadership • Visual Strategy • Design Innovation • Creative Collaboration • Brand Development

Graphic Designer (Mar 2020 – Jan 2021)

- Developed eye-catching and impactful marketing collateral, including flyers, brochures, and posters, increasing community engagement.
- Designed engaging and on-brand social media content, boosting online presence and fostering stronger connections with the brand.
- Ensured all design elements were aligned with Duary Media's unique visual identity, reinforcing a consistent and memorable brand.

Highlight skills: • Branding and Identity • Visual Composition • Typography • Attention to Detail

EDUCATION

Masters in Management Information Systems (MIS)

University of Dhaka, Hall: Sir A F Rahman Hall, Dhaka

B.Sc in Geography & Environment

University of Dhaka, Institute: Kabi Nazrul Govt. College, Dhaka

CERTIFICATION

Advance Course in Motion Graphics

Creative IT, Dhanmondi, Dhaka

Professional Course in Graphic Design

Creative IT, Dhanmondi, Dhaka