

Solomon Vaskar Samaddar

Toronto, ON M5B 2R3 | +1 647 830 6096 | Email: vaskar.sam@gmail.com | [behance.net/vaskar_sam](https://www.behance.net/vaskar_sam) | vaskarsamc.com | LinkedIn: www.linkedin.com/in/vaskar-sam

Career Summary

Creative and strategic professional with over 10 years of experience in design, branding, and content creation, currently seeking a Content Creator Intern role. Experienced in leading cross-functional teams to develop innovative campaigns, engaging visuals, and impactful content for digital marketing. Skilled in leveraging technology and design to enhance brand identity and improve customer engagement. Proficient in Adobe Creative Suite, social media management, copywriting, and video editing, with a focus on delivering high-quality digital content that aligns with business goals.

Work Experience

Creative Director

Rebco — Dhaka, Bangladesh | Jul 2018 – Jul 2022

- Led end-to-end creative strategies for branding, advertising, and digital marketing campaigns.
- Managed a team of creatives to deliver impactful visual designs and marketing materials.
- Developed branding guidelines for clients, ensuring consistency across print, digital, and social media platforms.
- Collaborated with cross-functional teams to align creative outputs with business goals and target audience needs.
- Utilized data insights to refine content strategies and improve campaign performance.
- **Key Achievements:** Boosted client engagement rates by 40% through compiling visual campaigns and branding solutions.

Brand Manager

Vapor World — Dhaka, Bangladesh | Jul 2017 - Jun 2019

- Strategized and executed branding campaigns for diverse clients across industries for the brand and its sister concerns – **Dexhub** and **Be Shuddho**.
- Conducted market research to understand audience preferences and refine campaign messaging.
- Oversaw the production of high-quality marketing collateral, including digital ads, print materials, and video content.
- Partnered with clients to ensure their brand identity was effectively communicated through creative deliverables.
- **Key Achievements:** Successfully maintained brand identity, resulting in a 31% sale coming from shopping online.

Creative Graphic Designer

Ecstasy — Dhaka, Bangladesh | Jun 2011 - April 2013

- Built strong working relationships with employers by consistently delivering quality designs.
- Created product mockups and visuals using Adobe Photoshop and Illustrator for various brand projects.
- Monitored social media and online platforms to keep up with industry trends and inform design decisions.
- Supported sister concerns, **Tanjim** and **Zarzain**, with designs and product detailing, including visuals for Tanjim's clothing.

Education

Postgraduate Certificate in Global Business Management

Humber College — Toronto, ON | Jan 2024 - Dec 2025

Media Studies and Journalism

University of Liberal Arts Bangladesh — Dhaka, Bangladesh | Jan 2019

Skills

- Content Creation & Digital Marketing
- Graphic Design (Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro)
- Social Media Management
- Video Editing (Adobe Premiere Pro, Final Cut Pro)
- Copywriting
- Creative Strategy Development
- Campaign Planning & Execution
- Content Repurposing
- Facebook & Content Marketing
- Collaborative Teamwork & Communication
- Attention to Detail

Gears

- Sony A7iii
- Sony GM 50mm F1.2
- Tamron 17-28mm F2.8
- Godox V1 studio Speedlight with XT2 Trigger
- 90cm Parabolic Softbox
- Holly Land Lark M2 mic
- Dji Rs 3 mini Gimbal
- Regetek Tripod 2 in 1