

# ARPAN SAMADDER

BBA Student | Finance & Banking

Brand & Communication Manager | Campus Leader

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## CAREER OBJECTIVES

Results-driven BBA student at Jahangirnagar University with hands-on experience in brand communication, digital marketing, and campaign execution. Currently managing client brand projects at Executive Media as Brand & Communication Manager, leading part-time creative teams and delivering multi-channel campaigns. Founding President of JU FinAnt Club and Founder of Biztigation, Bangladesh's first national bizcom under JU FNB. Passionate about marketing, branding, and organizational leadership, with a growing expertise in AI-powered content creation and digital strategy.

## EXPERIENCE

### Brand & Communication Manager, Executive Media

Feb 2025 — Present

- Assigned to manage client brand projects, developed digital marketing proposals and campaign plans ensuring strategic alignment with client goals.
- Faced with budget constraints, built and managed campaign budgets delivering cost-effective execution across multiple client projects.
- Challenged with resourcing needs, hired and led part-time designers and content creators ensuring quality project delivery.
- Faced with complex client coordination, managed end-to-end briefings, feedback cycles and approvals ensuring seamless communication.
- Challenged with brand building requirements, developed visual identities and brand guidelines tailored to individual client needs.
- Assigned to track performance, monitored campaign metrics and compiled reports for client and management review.

### Founder, Biztigation - National Business Case Competition

May 2024 — Present

- Challenged with no existing business competition at JU FNB, independently conceptualized, proposed and launched Bangladesh's first national business case competition under the department.
- Faced with nationwide scale, recruited 45+ campus ambassadors from 32 universities and attracted 350+ participating teams for Biztigation 1.0.
- Challenged with mid-event crisis during July Revolution 2024, continued without sponsorship and re-secured Green Delta Capital as title sponsor at the final stage.
- Assigned to build 2.0, expanded to 8 wings and conceptualized Harry Potter themed brand identity with AI-generated promotional content using VEO 3.1.

### Corporate Affairs Wing Secretary, Jahangirnagar University Career Club

Jul 2025 — Jan 2026

- Faced with limited funding, developed compelling sponsor proposals through strategic planning and negotiation, successfully securing partnerships with multiple companies and enhancing event funding.
- Co-Convenor, JUCC Inspire 2.0, challenged with large-scale execution, led 70+ volunteers and hosted 900+ attendees across the freshers' reception and Creative Clash video competition.
- Convenor, Career Compass Workshop, faced with career development needs, executed heavy promotional campaign making the event houseful, delivering professional guidance to 500+ attendees.
- Managed promotional campaigns and brand communications across Instagram and Facebook, reaching 1,200+ students.

### Volunteer, National Parliamentary Election 2024, Ministry of Foreign Affairs

Dec 2023 - Jan 2024

- Assigned to embassy coordination, facilitated real-time communication between foreign delegates and MOFA officials at the control room, Pan Pacific Hotel Dhaka.
- Faced with reduced team on a high-pressure day, independently managed delegate coordination and information flow for 5-6 hours straight.

### Media Coordinator, Solvia Foundation

Mar 2026 — May 2026

- Assigned to manage full social media presence, solely handling content planning, creation and publishing for a 32,000+ follower Facebook page.
- Faced with engagement goals, planned weekly content calendars, created graphics and videos and managed all community responses delivering substantial growth within first month.

### Cover Designer, Sense of Return 2.0 — Finance Fest 3.0

Jan 2025 — Mar 2025

- Assigned full creative ownership, independently designed the complete 100+ page event souvenir magazine solo, delivered within 2+ weeks — 150+ copies printed and widely praised at the event.

## Data Analysis and Marketing Intern, Excellence Bangladesh

Jun 2023 — Sep 2023

- Assigned to enhance brand visibility, created marketing campaigns and promotional materials supporting 3 job fairs and 4-5 career workshops, compiled performance reports submitted to supervisors.

## Operations Management Intern, YSSE

Aug 2023 — Feb 2024

- Faced with remote team coordination needs, tracked attendance, hosted online sessions, managed intern support, and compiled weekly workflow reports submitted to supervisors.

## ACADEMIC QUALIFICATIONS

### Bachelor of Business Administration (Major in Finance & Banking)

Expected Graduation: 2027

Jahangirnagar University | CGPA: 3.32

### Higher Secondary Certificate (HSC) in Business Studies

Passing Year 2020

A.K.M. College, Patuakhali | Barishal Board | General Scholarship Recipient | GPA 5.00/5.00

### Secondary School Certificate (SSC) in Business Studies

Passing Year 2018

Patuakhali Govt. Jubilee High School, Patuakhali | Barishal Board | General Scholarship Recipient | GPA 4.78/5.00

## CORE SKILLS

- Social Media Marketing & Facebook Ads
- Brand Communication & Campaign Strategy
- Content Creation & Copywriting
- Visual Design (Canva)
- Video Editing (CapCut)
- Written & Verbal Communication (English & Bangla)
- Event Planning & Execution
- Sponsorship Proposal & Corporate Outreach
- Team Leadership & Volunteer Management
- AI-Powered Content Creation (VEO 3.1, Gemini, ChatGPT)
- Microsoft Office & Google Workspace
- Campus Engagement & Ambassador Management

## ACHIEVEMENTS

### Business Case Competitions

- Finalist** BizCase 2025 | JKKNUIU | 300+ teams  
JU Hult Prize 2023 | Jahangirnagar University | 120+ teams
- Semi-Finalist** KBEC NEXUS 2025 | KUET | 400+ teams, Top 20

### Academic Scholarships

- General Scholarship** HSC | Barishal Board, 2020 (GPA 5.00)
- General Scholarship** SSC | Barishal Board, 2018 (GPA 4.78)

## REFERENCES

### K.C. Das (Kartik)

Deputy General Manager, Amader Shomoy

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### Md. Yousuf Harun

Associate Professor & Chairman

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I, Arpan Samadder, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.



Arpan Samadder