



Salman mahmud Labib

Marketing professional

I am a passionate ,data-driven,and results oriented marketer with experience in planning and executing successful business strategies for the biggest brands in the country.i specialize in content writing producing and directing and marketing.

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📍 Dhanmondi 4/a, Dhaka, Bangladesh

WORK EXPERIENCE

Head Of Marketing

American Film Production company(Ziryab)

03/2018 - Present

Achievements/Tasks

- Successfully Released a Film Internationally and nationally, Also First Bangladeshi Film ever released in China
- Planned Campaign to promote the film and executed successfully
- Promoted the film through social media , electronic and print media
- Arranged a premiere show at Jamuna Blockbuster
- Gearing up for upcoming Bollywood Project As an executive Producer

Creative Director & Business Development Manager

Blue Fox Entertainment

02/2019 - 10/2020

Tasks

- Directed and produced content for multiple Brands
- Direct a team of 15 designers and copywriters to enhance brand promotion
- Lead overall ideation,coordination and development of all creative assets on projects including tv ads,radio,print ads
- Direct the Overall process from concept to Completion
- Developed Effective strategies for Brands
- Arranged product Launching Events

Creative incharge and Radio Broadcaster

Dhaka Fm

06/2014 - 08/2017

Tasks

- Hosted Drive time evening show 5 days in a week with top most TRP.
- Cricket Commentary on Sporting Events Such World cup,BD National Team Every Cricket Match
- Handled few Brands (Grameen phone,Robi, Bata)
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Radio Broadcaster & Producer

ABC Radio

02/2013 - 04/2014

Tasks

- Hosted weekly Prime Show Every Thursday
- Worked As an assistant Producer for two of the most popular show
- News Presented Hourly Almost Everyday

SKILLS

Writing Scripts for Videos

Public Speaking

screenplay Writing

Communication

Storytelling

Team Management

Marketing

Project Management

EDUCATION

University of Derby

Business and Management ,BSc(Hons), (Grades: 2nd class)

05/2013 - 05/2016

A level

Private

06/2009 - 06/2011

INTERESTS

Traveling

Motor Bikes

Cars

Books

Web Series

Football

cricket

Pool

Chess