

SAMAR DEWAN

 samarpantu@gmail.com

 Dhaka, Bangladesh

 +8801758250428

 linkedin.com/in/samardewan



Marketing and Client Servicing professional with 4+ years of experience managing integrated campaigns for bKash, Uber, Daraz, Suzuki, MPOWER Financing, and Grameenphone. Experienced in stakeholder management, campaign execution, creator partnerships, and cross-functional team leadership across large-scale digital marketing initiatives.

KEY ACHIEVEMENTS

- Led the Hamza Choudhury × bKash World Cup Campaign, delivering 100+ video assets across digital platforms.
- Managed international creator campaigns involving 20+ creators across 20 countries and 80+ content deliverables.
- Executed integrated marketing campaigns for major brands including bKash, Uber, Daraz, Suzuki, and MPOWER Financing.
- Managed multiple concurrent campaigns while coordinating creative, media, production, and content teams.

PROFESSIONAL EXPERIENCE

Deputy Manager Accounts and Servicing, Magnito  01/2026 – Present
Dhaka

- Lead end-to-end execution of integrated marketing campaigns for key accounts including bKash.
- Directed the Hamza Choudhury × bKash World Cup Campaign, overseeing strategy execution, stakeholder communication, and production of 100+ video contents.
- Manage cross-functional collaboration across creative, media, production, and content teams to ensure timely campaign delivery.
- Drive client communications, project planning, workflow management, and reporting across multiple concurrent campaigns.
- Maintain campaign trackers, timelines, and performance reporting systems to improve operational efficiency.

Creator & Content Coordination (Key Highlight):

- Led creator operations for bKash's "Deshe Deshe Mahe Ramadan" campaign involving 20+ creators across 20 countries.
- Managed 80+ content deliverables from briefing to final approval while ensuring quality control and timely deployment.
- Acted as the primary point of contact between creators, editors, production teams, and client stakeholders.
- Tracked campaign progress, creator performance, and content delivery through structured workflow management systems.

Senior Executive, Accounts and Servicing, Magnito  09/2023 – 12/2025
Dhaka

- Executed digital marketing and content campaigns for bKash, Daraz, Uber, Suzuki, and MPOWER Financing.
- Managed creator and influencer-led campaigns including bKash's Lotto 1 Taka campaign.
- Coordinated campaign rollouts including the Suzuki 250cc Launch Campaign and Daraz 11.11 Campaign.
- Facilitated alignment between creative, media, production, and account teams to ensure smooth project execution.

Creator Campaign Experience:

- Coordinated 13 creators across 14 countries for Deshe Deshe Mahe Ramadan campaign, delivered 50+ Contents across digital platforms.
- Managed end-to-end creator communication, deliverables, and content approvals
- Ensured timely delivery and alignment between creators and internal teams

Executive → Junior Executive, Accounts & Servicing, Magnito	02/2022 – 08/2023 Dhaka
- Supported execution of digital, OVC, and social media campaigns - Assisted in content rollouts and campaign coordination - Coordinated with creative and production teams for timely asset delivery	

EDUCATION

Executive MBA (Ongoing), University of Dhaka Concentration : Marketing	07/2024 – Present
Bachelor of Business Administration, Islamic University, Bangladesh Concentration : Marketing CGPA : 3.15 out of 4.00	2017 – 2021

TOOLS & PLATFORMS

Marketing & Operations:

- Slack (task management, team communication, follow-ups, coordination)
- Meta Ads Manager
- Google Business Suits (asset organization & sharing)

Creator & Content Workflow:

- Meta Ads Manager (Posting, Boosting, performance tracking)
- Social Media Platforms (Facebook, Instagram, TikTok – content coordination & publishing)
- Canva (Basic creative design)
- Premier Pro (Basic knowledge of video editing)

AI Tools (Content & Workflow Efficiency):

- ChatGPT (content ideation, scripts, workflow support)
- Gemini (research, content assistance)
- Kling AI (AI video generation & creative experimentation)

CORE SKILLS

- Client Leadership & Stakeholder Management
- Integrated Campaign Strategy & Execution
- Cross-Functional Team Leadership
- Digital, Content & Influencer Marketing
- Creator / Influencer Coordination
- Content & Campaign Management
- Budgeting, Billing & Vendor Management
- Performance Review & Quality Control

REFERENCES

References available upon request.