

Faisal Hasan

Creative Lead & Project Manager · Campaigns, Events, Brands & AI Film

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Creative lead and project manager who turns business goals into integrated campaigns, events and brand systems.

Brings strategy and execution together: defining the message, planning the rollout and leading multidisciplinary teams across design, film, print, packaging and social. Builds AI-assisted production pipelines that cut turnaround without cutting craft, backed by a computer-science foundation that bridges creative and technology. Work spans national technology expos, food and retail brands, and Bangla- and English-speaking audiences in South Asia and North America.

9+	10	300+
years leading design, campaigns and production	national & international events managed	projects delivered across agency, in-house and freelance
15+	20+	12M+
brands built, including Horekmart and JossKid	creatives led across in-house, remote and freelance teams	people reached by one expo campaign for the ICT Division

SELECTED PROJECTS

Golden Jubilee Bangladesh Concert ICT Division · Madison Square Garden · May 2022

[Case study](#)

Project manager and digital campaign lead for a 360° campaign marking 50 years of independence: Scorpions × Chirkutt in New York. Led the team across design, video, paid media and social.

ICT Division National Events Ezze Technology · 2020-2024

[Case study](#)

Managed creative and digital rollout for 8 flagship events: Digital World (3), Digital Bangladesh Day (3) and the Digital Device & Innovation Expo (2). **The 2021 expo reached 12M+ people with 7.8M+ video views.**

HHH Expo Miami 2026 HHH Distribution · Sep 2026

[Case study](#)

A 15-day AI countdown, event identity and drone film for booth #210 at the Americas Food & Beverage Show. **22K+ reel views from a 186-follower page.**

AI-Aqsa Home Delivery AI-Aqsa Supermarket · Oct 2026

[Case study](#)

A 36-second Bangla AI commercial: script, character sheet, 8 keyframes and 12 edit versions, with real product packs on screen.

HHH Packaging System HHH Distribution · Jul-Oct 2026

[Case study](#)

US retail labels for 60+ SKUs: nutrition panels, UPC barcodes, FDA details and a 63-file print set.

JossKid Talking Book Freelance client · Sep-Oct 2026

[Case study](#)

A 71-second AI-host launch film, a superhero mascot, and four TikTok hooks tested on one ad.

EXPERIENCE

Creative Lead · Betafore Limited

Jul 2026 - Present

Dhaka, Bangladesh · On-site

- Run the monthly creative for 14 food and grocery brands in the US and Australia: campaigns, packaging, print and AI films.
- Lead 20+ people: 6 in-house designers and editors, 4 remote designers and 10+ AI-video freelancers I recruited and brief.
- Built the team's AI film pipeline and directed 7 AI films, including Bangla-dialogue commercials.

Independent Creative Consultant · Freelance & personal ventures

Sep 2024 - Present

Remote

- Brand identities, ad films and launch systems for Horekmart (my own marketplace), JossKid, Wings Sportswear, Nexadev, Khelar Column, Socialmart and Oyelab.

Creative Lead & Project Manager · Ezze Technology Limited

Jan 2020 - Aug 2024

Dhaka, Bangladesh

- Project-managed 9 events: Digital World (3), Digital Bangladesh Day (3) and the Digital Device & Innovation Expo (2) for the ICT Division, plus the Golden Jubilee Bangladesh Concert at Madison Square Garden.
- Led a 4-person team across design, video, copy and UI/UX; set timelines, assigned work and ran QC from proposal to launch.
- Owned client communication and approvals, from proposal to final delivery.

Visual Designer · Dhakalive.tv

Dec 2017 - Dec 2019

Dhaka, Bangladesh

- Designed banners, posters, logos and social assets on fast publishing schedules, in one visual system.

Graphic Design Trainer · Learning and Earning Development Project

Mar 2017 - Nov 2017

Bangladesh

- Taught graphic design fundamentals and guided learners' first portfolios.

SKILLS

Management	Project & event management · Team & freelancer leadership · Timelines & delivery · Stakeholder communication · Proposals · Creative QA
Creative	Campaign concepts · Art direction · Brand identity · Packaging & print · Social content
AI & film	Scripts & storyboards · Character sheets & keyframes · AI video · Editing & motion
Tools	Photoshop · Illustrator · Premiere Pro · After Effects · Figma · Google Flow (Veo) · ChatGPT Images · Firefly · Claude · Trello
Languages	Bangla · English

EDUCATION & CERTIFICATION

B.Sc. in Computer Science and Engineering · City University, Bangladesh

2021

Diploma in Engineering, Computer Technology · Rangpur Polytechnic Institute

2016

Meta Certified Digital Marketing Associate · Meta

Certification