

MD. ARIF SIKDER

CREATIVE DIRECTOR | MULTIMEDIA SPECIALIST | DIGITAL MARKETER | ENTREPRENEUR



PROFILE

Multimedia Specialist and Creative Entrepreneur with experience in video production, digital marketing, content creation, and project management. Founder of AS Creative House, skilled in visual storytelling, branding, social media strategy, and creative leadership. Passionate about innovation, technology, and delivering impactful digital solutions that drive business growth.



ENTREPRENEURIAL & PROFESSIONAL EXPERIENCE

AS Creative House

2025 - PRESENT

Founder & Creative Director

- Founded and lead a creative agency providing multimedia production, digital marketing, web development, graphic design, and branding solutions. Manage client relationships, project execution, creative strategy, and business development while ensuring high-quality service delivery across multiple industries.

Capture Your Dream

2019 -Present

Founder & Business Owner

- Founded and scaled a wedding photography and cinematography brand specializing in visual storytelling and premium event coverage. Manage client consultations, event operations, and post-production workflows.

Metro Wholesale Shop BD

2019 -Present

Founder & E-commerce Entrepreneur

- Established and managed an online retail business focused on product sourcing, digital sales, and customer service. Responsible for business operations, inventory management, and marketing activities



EDUCATION

B.Sc. in Multimedia & Creative Technology (MCT)

2022 - 2026

Daffodil International University

GPA: 2.70 / 4.0

Higher Secondary Certificate (HSC) - Science

2019

Vashantek Government College

GPA: 2.83 / 4.0

Secondary School Certificate (SSC) - Science

2017

Mirpur Shahid Smrity High School

GPA: 4.18 / 4.0



VOLUNTEER LEADERSHIP EXPERIENCE

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Junior Chamber International (JCI) Dhaka United

PR & Media Committee Chairperson | 2026 - Present

Leading public relations, media communications, and digital branding initiatives.

Director | 2025

Supported organizational planning, community projects, and member engagement activities.

Digital Committee Chairperson | 2024

Managed digital platforms and social media communications.

General Member | 2023

Participated in leadership development, networking, and community service programs.



EXTRA-CURRICULAR ACTIVITIES

- Humanitarian Work: Actively organized winter clothing drives and aid distribution programs for underprivileged communities.
- Social Content Creation: Produce and manage educational video content focusing on tech trends, social awareness, and leadership development across YouTube and Facebook.



LANGUAGES

- Bangla: Native / Bilingual Proficiency
- English: Intermediate Working Proficiency



CERTIFICATIONS & TRAINING

JCI Bangladesh Bonding & Beyond 2.0 (2025)

JCI Bangladesh Bonding & Beyond (2024)

Project Mindful Resilience (2025)

Video Editing with Adobe Premiere Pro - 10 Minute School (2023)

Digital Opportunities for Youth - Youth Opportunities (2017)

Nijer Bolar Moto Ekta Golpo Foundation - Entrepreneurship & Leadership Program (2023)

CONTACT



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CORE SKILLS

- Team Leadership
- Project Coordination
- Strategic Planning
- Event Management
- Video Editing & Post-Production
- Cinematic Photography & Videography
- Motion Graphics
- Visual Effects (VFX)
- Social Media Management
- Digital Branding
- Search Engine Optimization (SEO)
- YouTube Content Strategy & Growth
- Creative Problem Solving

TECHNICAL SKILLS

- Adobe Premiere Pro
- Adobe After Effects
- DaVinci Resolve
- Adobe Audition
- Figma
- Canva
- 3D Design & Animation
- Autodesk Maya
- Autodesk 3ds Max
- Blender
- ZBrush
- Adobe Substance Painter
- Game & Interactive Media
- Unity
- Unreal Engine 5
- Digital Marketing
- Social Media Marketing
- SEO (Search Engine Optimization)
- Content Marketing
- Meta Ads Manager
- YouTube Optimization
- Web & Technology
- Basic HTML & CSS
- AI Website Builders (Lovable)
- AI & Productivity Tools
- ChatGPT
- Google Gemini
- Microsoft Office (Word, Excel, PowerPoint)
- Cloud Ai