Md Rifat Reza Shanto

Creative Specialist & Marketing Expert

Digital Marketing · Photography & Video Commercials · Website Development



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Location: Riyadh, Saudi Arabia | **Nationality:** Bangladeshi

PROFESSIONAL SUMMARY

Founder of NS Creative and Creative Specialist & Marketing Expert with over five years in photography, graphic design and creative production, plus hands-on experience in marketing, retail management and store operations. Helps brands get more clients and sales through branding, video ads (TVC), AI-powered advertising and websites. Leadership-minded, detail-oriented and data-focused, comfortable working in multicultural teams, from brief to final delivery. Seeking a corporate role in digital marketing, creative direction or content production.

CORE COMPETENCIES

Digital Marketing
- Digital marketing strategy
- Social media marketing
- Campaign planning & management
- Content planning
- Brand communication
- Audience engagement

Creative & Visual
- Creative direction
- Graphic & advertising design
- Photography & photo editing
- Visual storytelling
- Brand identity

Video, AI & Web
- Video ads & TVC
- AI advertising & marketing
- Website development & design
- Responsive, mobile-friendly sites
- Online reputation management

Leadership & Strengths
- Leadership & teamwork
- Store & retail operations
- Customer-focused communication
- Creative problem solving
- Multicultural work environments

PROFESSIONAL EXPERIENCE

Founder | Creative Specialist & Marketing Expert
January 2026 - Present

NS Creative, Saudi Arabia

- Lead creative direction and marketing strategy for brand projects across digital marketing, photography, video commercials and websites.
- Plan and produce social media campaigns, promotional creatives and video advertising (TVC) for product and brand promotion.
- Design and develop responsive, mobile-friendly websites and online-store experiences, including nushaksa.com.
- Deliver online presence services: online reputation management, review monitoring and Google Business Profile support.

Store Supervisor
August 2025 - September 2026

Kudu Company for Food and Catering, Al Madinah, Saudi Arabia

- Took customer orders, handled cash and managed the POS system in a fast-paced restaurant environment.
- Delivered customer service as part of a team and took on leadership responsibilities in day-to-day operations.
- Supported restaurant operations, including inventory management, kitchen handling and food preparation.

Creative Production Manager
April 2022 - March 2025

Shadow Expose, Dhaka, Bangladesh

- Managed creative production, planning, coordinating and delivering photography, video and design projects.
- Took high-quality images for personal, commercial, technical and educational purposes.
- Created concepts, graphics and layouts, and managed the company online presence across multiple platforms.

Store Manager

November 2021 - February 2022

Kaif Maliha Apparels Ltd, Mirpur, Dhaka, Bangladesh

- Drove the store team to meet sales quotas and KPIs, tracking and updating store dashboards.
- Managed daily retail operations, inventory control and regular financial and stock audits (shrinkage kept under 0.2% of cost of sale).
- Hired, trained, scheduled and motivated staff; drove loyalty-program participation and customer-experience goals (NPS).
- Maintained visual merchandising standards and communication with mall management and regional managers.

Marketing Executive

June 2020 - July 2021

PRAN-RFL Group, Dhaka, Bangladesh

- Carried out marketing activities and promotional campaigns, supporting brand communication and customer engagement.
- Worked directly with customers and the public in field marketing, strengthening brand awareness and relationships.
- Built the campaign-management and audience-engagement foundation for my performance-marketing focus.

Photographer & Graphic Designer

February 2018 - May 2020

Stylus Photography, Dhaka, Bangladesh

- Took high-quality images for personal, commercial, technical and educational purposes.
- Created concepts, graphics and layouts, and supported the company online presence across multiple platforms.

SELECTED WORK

- **Premium Product Advertising** — advertising creative presenting a product through premium visuals and clear messaging.
- **Social Media Campaign** — six-piece campaign focused on brand consistency and audience engagement.
- **Product and Brand Video Commercials** — cinematic promotional videos with dynamic editing and clear marketing messages.
- **Creative Brand Identity** — visual identity covering typography, colour and layout.
- **NuSha Online Store (nushaksa.com)** — website for smart-home products and everyday essentials, with campaign creatives.

Portfolio and videos: rifatrezashanto.site

EDUCATION

Diploma in Information & Communication Technology (DICT), Karmayog Sangstha, Bangladesh — 2021
One-year diploma · Grade A

Higher Secondary Certificate (HSC) — Science, Mirpur English Version College, Bangladesh — 2020
GPA 4.33 / 5.00

Secondary School Certificate (SSC) — Science, Katabaria A.R. Khan High School, Bangladesh — 2018
GPA 4.00 / 5.00

TRAINING & CERTIFICATION

- **Stylus Photography** — Professional certificate in photography, visual arts and creative media. — Feb 2019
- **Shadow Expose** — Training in Cinematography and Graphic Design. — May 2023
- **Upskills.club** — Certificate of Completion, Build Side Income with AI. — Nov 2026

LANGUAGES

English, Arabic, Hindi