

# Md Meraz Raza



Graphic Designer | Social Media Manager  
Content Creator | Video Editor | Digital Marketer

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Address: Dubai, UAE

Creative professional with 8 years of experience in **Graphic Design, Social Media Management, Content Creation, Video Editing, and Digital Marketing**. Currently leading digital marketing efforts and content creation at Water Adventure Dubai and its sister companies (Boatyy, City View Marina, Sea Safari, Finesse, Boatyy Lounge, World Island, etc.), driving engagement for local and international events through compelling visuals and campaigns. Previously managed social media strategies at Seagull Technologies LLC and enhanced brand visibility at Kotha Telenet and The Daily Prothom Alo. Armed with a Master's in IT and a Bachelor's in Computer Science & Engineering, I combine technical expertise with creative storytelling to produce impactful results across digital platforms.

## Top Skills

- **Social Media Manager:** Content Creation, Communication, Collaboration, Calendaring, Scheduling, Social Media Marketing, Innovation, Post & more for YouTube, Facebook, Instagram, X & etc.
- **Digital Marketing:** Content Marketing, Paid/ Organic Marketing, Data Analysis, A/B Testing, Social Media Advertising, Email Marketing & more
- **Graphic Design Expertise:** Poster/ Banner Design, Print Design, Logo Design, Brand Design, Web Design with Adobe Photoshop, Illustrator, InDesign, Adobe Creative Suite & etc.
- **Video Editing:** Professional Video, Reels, Shorts, Online Advertisements, Company Intro, Events, Social Media Video with Adobe Premier Pro, Adobe Creative Suite, Camtasia, CapCut & etc.
- **Content Creation:** Storytelling, Scriptwriting, Visual Content Development, Brand Messaging, SEO Optimization, Engagement Strategies & more
- **Video Production:** Scripting, Concepting, Planning, Shooting, Editing, and Producing Videos for Various Formats & Platforms
- **Microsoft Office:** Microsoft Word, Excel, Power Point, Outlook, One Note, Access & more

## Work Experience

### **Digital Marketing Manager & Graphic Designer**

Water Adventure Dubai | Boatyy | City View Marina (group companies), **Dubai** August 2024 – Present

- Lead digital marketing initiatives to enhance brand visibility and engagement for Water Adventure Dubai and its sister companies.
- Manage social media accounts by crafting and scheduling engaging content, maintaining a consistent brand voice, and driving audience growth.
- Design high-quality graphics and produce compelling video content to support both print and digital marketing campaigns.
- Contribute to local and international event marketing efforts, specializing in branding, graphic design, and seamless execution.
- Analyze campaign performance metrics to optimize strategies and ensure alignment with business objectives.
- Collaborate with cross-functional teams to deliver cohesive marketing efforts across platforms.

### **Social Media Manager & Digital Marketer**

Seagull Technologies LLC, **Dubai** June 2024 – August 2024

- Managed multiple social media accounts, creating diverse content, editing videos, designing graphics, and scheduling posts.
- Executed digital marketing strategies to drive engagement and audience growth.
- Analyzed campaign performance data to optimize results and align with marketing goals.
- Collaborated with cross-functional teams to deliver innovative and effective marketing initiatives.

## ***YouTuber & Content Creator***

YouTube | Facebook

Present

- Built a strong online presence with 24K+ YouTube subscribers, 2M+ views & 10K+ Facebook followers.
- Specialized in travel, lifestyle, and career growth content, showcasing skills in video production, editing, and audience engagement.
- Developed creative content that resonates with diverse audiences, enhancing channel growth and viewer interaction.

## ***Digital Marketing Officer & Graphic Designer***

Kotha Telenet, **Bangladesh**

January 2023 – April 2024

- Boosted online presence and brand visibility by managing websites and social media channels.
- Implemented SEO strategies to achieve business objectives and increase website traffic.
- Created engaging videos for social media, mastering editing and digital marketing.

## ***Associate, Advertisement Sales***

The Daily Prothom Alo, **Bangladesh**

March 2022 – April 2024

- Led a dynamic team managing all advertising initiatives for Bangladesh's largest circulated newspaper and leading online news portal with 6.6 million global readers.
- Conducted client meetings, offering expert guidance on advertising solutions to achieve client objectives.
- Successfully executed advertising strategies that boosted client satisfaction and revenue growth.

## ***Digital Marketing and Social Media Strategist***

MR RIDER, **Bangladesh**

October 2018 – January 2022

- Directed strategic operations and growth for MR RIDER, a transportation and delivery company in Narayanganj, Dhaka.
- Established the company as a key player in ride-sharing, food delivery, and parcel services.
- Developed and executed digital marketing strategies to promote brand awareness and increase user engagement.

## **Education**

### ***Masters in IT***

ASTI Academy, Dubai

May 2024 - Present

- Pursuing Master of Science in Information Technology (IT)

### ***BSc in CSE***

Eastern University, Bangladesh

January 2019 - December 2022

- Bachelor of Science in Computer Science & Engineering (CSE)

## **Languages**

English, Hindi, Bengali

## **Personal Details**

**Residence:** United Arab Emirates (UAE)

**Date of Birth:** 10 November 1998

**Visa:** Residence

**Nationality:** Bangladeshi

**Marital Status:** Married

**Driving License:** Bangladeshi license

## **Extra-Curricular Activities**

**Mime Artist, Actor and Reciter**

from January 2005

Since childhood, I've been passionate about the arts—mime, acting, reciting, and video production—earning awards that fueled my creative journey and shaped my career.

## **Websites & Social Links**

**Graphic Portfolio (Behance)**

[behance.net/merazrazaGFX](https://www.behance.net/merazrazaGFX)

**Website**

[merazraza.com](https://merazraza.com)

**Facebook Profile**

[facebook.com/merazraza98](https://facebook.com/merazraza98)

**YouTube Channel**

[youtube.com/@merazraza98](https://youtube.com/@merazraza98)

The information in this CV is accurate to the best of my knowledge.



(Md Meraz Raza)