



Rana Masud (Md. Masud Sarker)
Film Director and Teacher

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My self Mr. Rana Masud,(Md.Masud Sarker) post-graduated from Stamford University has film & media background (Not Completed) . I was involved with advertising industry for quite a long time and served Madonna Advertising Ltd and Dhanshiri Media Production House for years as a Creative Director (CD). During my services in advertising agencies, I am the specialized in conceptualization and idea generation of creative work as well as translating these ideas into creative materials. I have developed many creative for many brand promotion and behavioral changes on social causes.

Later, I have established a production house named Ferywala Communications and concentrated on developing audiovisual promotional material for both brand and social communication. I have thorough knowledge on brand promotion and behavior change communications and has gathered expert knowledge and skills in developing TV commercials, TV Spots, PSA, Video Documentary, Docu-drama, etc. as Film Director. Some of his productions like *Baby Zinc TV Spot* for ICDDR-B, *Arong Milk TV commercial* for BRAC, *Joyeetar Joy Jaatra 26 episode Talk Show* regarding Professional Women have widely been praised by many people of the advertising industry. I have Directed 300 Ad Film in my country

Mr. Masud is thoroughly conversant with film production and management both theoretically and practically. I worked as Assistant Director of internationally awarded film “*Lal Shalu*” “*Lalon*” “*Bono Jatri*” “*Rabeya*” “*Jibondhuli*” and “*Rupsa Nodir Bake*” directed by legendary Film Maker Tanvir Mokammel.

I have produced Two short films, "Nivas" and “Attor” in my production. The film has been displayed in various places across the country and abroad. The countries that are displayed-- South Asia International Film Festival (Canada), Al-Nahj International Film Festival (Iraq), Cefalù film festival (Italy), First-Time Filmmaker Sessions (UK), Festival Ouled Teima du Film International (Morocco), Chittagong SHORT Film Festival (Chittagong), Sylhet Film Festival (Sylhet), Our Shorts Their Shorts Film Festival (Dhaka), Dheki International Motion Picture Festival (Dhaka), Short Film Forum (Dhaka) and Third International short and documentary film Festival Organized By Bangladesh Shilpokola Academy (Dhaka).

During this time a short film(The Fragrance) of mine won the best screenplay award The Ouled Trima du Film International (Morocco), Besides, one of my Documentary Film on the Liberation War of Bangladesh, “The Battle of Bilonia” was shown in America..

My another Film (The Residence) was Screening at South Asia International Film Festival (Canada). And my films are screened and awarded in various film festivals of Bangladesh.

PROFILE OVERVIEW

- Served as a Creative Director since the inception of Dhansiri Media Production House since 2002 to 2009.
- Served as a Creative Director of Madonna Advertising Ltd.
- Creative mind behind the FMCG brand Ruchi.
- Creative mind behind Baby Zinc brand establishment and gradual promotion.
- Conceptualized more than 300 aired TVC's & PSA's and directed 30 of them for major brands such as Partex Star Group, Aarong, Ruchi, Mutual Trust Bank, IFIC Bank, Modhumoti Bank, Meghna, SA group, Group etc.
- Directed Talk Show (26 episodes) regarding Professional Women for NTV named "Joyeetar Joyjaatra"
- Directed Documentary, PSA and Docudrama for UNISEF, UNDP, Plan Bangladesh BCCP, BRAC, RUMMRU and AMAN Group.
- Assistant Director of the films- Lalon, Lal Shalu, Bono Jatri, Rabeya & Jibondhuli directed by the critically acclaimed director Tanvir Mokammel.
- Developed creative for campaigns for major brands like Partex, Danish, Ruchi, Goalini, SATel, Aarong Milk, Brac, Lal Teer, Westecs, Baby Zinc, RUMMRU, MTBL, Modhumoti Bank, RC Cola, IFIC Bank, Bank Asia, Lafarge Super Create Cement Ltd
- Member of Bangladesh Short Film Forum , Theater Baily Road , Ad Club. WE (Media Club), & Banasree Society, BFI Alumni Association, Rajarbagh Police Lines School and Collage Alumni Association .
- Worked as a teacher in Bangladesh Film Institute .

PSA and documentary DIRECTED

- » BCCP(Pride and Glory, Thank You, Akti Desh Akti Poriber)
- » BCCP (PPR)
- » BRAC (Aloran,Jagoran)
- » Pacific Bhutta
- » SMC Blue Star
- » RAMMRU PSA
- » Baby Zinc(Teaser, Emotional)
- » Aman Group Corporate Documentary
- » Documentary film for Save labor Migration(RUMMRU) and Brac Education Program
- » Docudrama "Guptodhan" for BRAC
- » DIIT
- » Plan Bangladesh (oney hunt)
- » Plan Bangladesh (mother)
- » SPEMP(world bank project)
- » CIDD (UNISEF)
- » Electricity Savings Campaign(3 TVCs)
- » Smiling Sun Clinic (USAID)
- » Amtranet Group Documentary
- » World Bank (SPEMP)
- » ICDDRDB (Baby Zinc)
- » Joyeeta (Ministry of Women and Children Affairs)
- » NSI

List of Some TVC

- » SKB Pressure Cooker
- » SKB Cookware
- » SKB Gas Burner
- » 2 Fun Wafer
- » Alibaba Door & Home Solution
- » 2 Fun Noodles
- » Zam Zam Tower
- » ERD
- » High Speedy Hair Color
- » Partex Cable
- » Florida Orange
- » SKB Cookware
- » SKB Pipe
- » SKB Sink
- » Runner Knight Rider Bike
- » Sunflower Oil

- » Danish Muster Oil
- » Danish Dry Cake
- » EGP
- » Jute
- » Monalica Tiles
- » Zelta Mobile Phone
- » Jeera Pani
- » Bexi Fabrics
- » Infinity Mega Mall
- » Jute TVCs
- » Fresh Premium Tea
- » Danish Simla Tea
- » Fresh Insta milk Powder
- » Apollo Hospital Dhaka
- » Banglalink
- » Vision 21 Purbachal City
- » Goalini Condensed Milk
- » Doreo Biscuit
- » Modhumoti Bank Ltd.
- » Danish Candy
- » Danish Full Cream Milk Powder
- » Goalini Full Cream Milk Powder
- » Meena Bazar
- » Danish Spice Powder
- » Islami Bank mKash
- » O La La Potato Biscuit
- » Star Bond Adhesive
- » Partex Door
- » Partex Furniture
- » Danish Toast Biscuit
- » Comfort Sea Star
- » RC Cola
- » Daffodil Int. School
- » Icy Drinks
- » DADA Mineral Water
- » Global Money Transfer
- » RUCHI-Pickle
- » Chutny, Budam, Chips
- » Lal Teer
- » Arong Milk
- » Myntra
- » Westecs
- » RAK Ceramics
- » Mutual Trust Bank(Remittance. SME Loan)
- » Vim Dish Wash

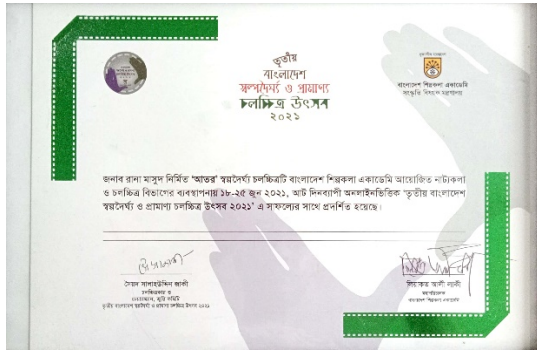
List of Some Film's And Awards

- # The Residence (নিবাস) Short Film-
 - Best Short Film (bangladesh) Sylhet Agricultural University Film Society 2018
 - Best Director SAT RONG SHORT FILM FESTIVAL 2021
 - Best Screen Play Al-Nahj International Film Festival (Iraq)

- # Fragrance (আতর) Short Film
 - Best Screen Play Award at The ouled Trima International Film Festival 2022 (Morocco)

- # The Battles Of Belonia(বিলোনিয়ার যুদ্ধ) Documentary Film





Rana Masud's short at Morocco film festival

Entertainment Correspondent

The FOIH International Film Festival is set to begin in Morocco from October 16. The film festival has invited the short film 'The Residence', directed by Rana Masud, to participate in Morocco. Shabab Wadud and Aung Thau Chang Marma starred in it. Rana Masud has directed the short film based on the story of Sartohar Roy.

Earlier, the film was praised in the international arena in the South Asian Film Festival Toronto, the Iraqi International Short Film Festival, Italy's Saphia Film Festival and Film Festival Competition in Agartala, India. It was also awarded the Best Film Award at the Sylhet International Film Festival.

Every human being has a right to his residence. But because of some selfish people, people are deprived of their basic rights. Everyday people's dreams are being left unfulfilled. The 15 minute film is made with the story of the struggle for human survival and realization.

About this, Rana Masud said, "The film has received praise from some international film festivals. I am very happy to be the director of this. My film received an invitation from Bangladesh at the Moroccan Film Festival. It is a great honor for me. Such an honor encourages me to make more films in the future."





03. My Show Reel, Faceook and Youtube Link

<https://youtu.be/T9r11GZYTP4>

<https://www.youtube.com/@FerywalaCommunications>

<https://www.facebook.com/rana.masud.794?mibextid=ZbWKwL>