ERFAN UDDIN.

Brand strategist.
Experience builder.
Systems thinker.

I connect brands, people and systems.

CURRENT LEADERSHIP

Last Bench

Co-founder & Chief Business & Innovation Officer

Jul 2026 - Present

Brand direction, business innovation, CLASS[Λ] learning experiences and the Co.Lab business lab.

SELECTED PROOF OF WORK

01 **INTERACTIVE PROFILE**

A working professional experience.

Published portrait-led profile with three perspectives, project dossiers and a searchable CV.

02 **SOURCE-BOUND AI**

A conversation with evidence.

On-device question answering with curated source text and reproducible verification tests.

03 **CURRICULUM DESIGN**

A 20-class learning pathway.

A documented design across five studios. The outline specifies intended learner outputs.

Inspect the work, live demos and evidence

EXPERIENCE, IN CONTEXT.

Bangladesh / Malaysia / Saudi Arabia

Jul 2026-Present

Last Bench

Co-founder & Chief Business & Innovation Officer

Shapes brand direction, business innovation, CLASS[Λ] learning experiences and the Co.Lab business lab.

2025

SkinSeoul

Global Influencer Marketing Manager

Built creator and affiliate strategy, briefs and onboarding; planned a pilot before launch.

2023

Ulterior Engineering

Chief Branding Officer

Directed brand strategy, content, expos, partnerships and campus ambassador recruitment.

2021-23

My Events International

Business Development Manager

Led client development and social campaigns.

2022-23

Saudi Arabian Grand Prix

Zone Operations Supervisor

Supervised zone teams, VIP guest experience, logistics and marshals on race weekends.

Founded 2017

Party Lab KL

Founder & Former CEO

Founded an events brand and developed an ambassador-led community around its live experiences.

2015-17

My Selection Events

Marketing Manager & Event Organizer

Planned and promoted festivals, connecting audience campaigns to event delivery.

2014-15

Trend Matrix Enterprises

Marketing Executive & PR

Supported campaigns, PR, sponsorship outreach, social channels and ROI tracking.

EDUCATION

BA (Hons) International Business
SEGi University, Malaysia / 2016

Accounting Certificate (ACCA)
Stamford College / 2011

IGCSE
Manarat International School, Jeddah

PRACTICE & TOOLS

Brand and creative strategy
Creator and ambassador programs
Experience and event operations
AI-assisted workflow prototypes

ChatGPT, Codex, GitHub, Notion, Photoshop, Illustrator, Canva, DaVinci Resolve, Meta, Google Ads / Analytics and Slack.

LANGUAGES

English and Arabic (fluent)
Bangla, Urdu and Hindi (spoken)
Malay (basic)

ADDITIONAL ENGAGEMENT

Red Sea International Film Festival, Jeddah. Event logistics, scheduling and guest services.

PROFILE NOTES

CV-sourced, 21 October 2026. Some role durations are unspecified. Saudi GP is an event assignment. AI work is founder-directed. Portrait: artistic cut-out interpretation.

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