

MD ZAHID HASAN PATWARY

Web3 & Gaming Marketing | Community Growth | Brand Strategy

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ABOUT ME

I am a community-first marketer dedicated to leveling up player experiences and brand growth. With a strong foundation in Web3 gaming and partnership development, I thrive on navigating digital culture and local market dynamics. I'm ready to hit the ground running at Garena, applying my skills to launch impactful campaigns and build lasting relationships between Free Fire and its fans

EDUCATION

DAFFODIL INTERNATIONAL UNIVERSITY
BSc in Computer Science
2022 - 2025

CHANDPUR GOVT. COLLEGE
Higher Secondary School
2018 - 2020

ADDITIONAL QUALIFICATIONS

CREATIVE IT INSTITUTE
Social Media Marketing
June 2022 - August 2022

SKILL

- Market Research & Trend Analysis
- Influencer & Creator Collaboration
- Brand Strategy & Growth
- Community Engagement Strategies
- Social Media Management
- Digital Marketing

WORK EXPERIENCE

Marketing Team Lead - NexGami AUG 2023 - NOV 2024

NexGami is a blockchain gaming platform where I led growth, community, and partnership initiatives.

- Drove 340% community growth, scaling the player/user base to 500K members
- Contributed to \$5M fundraising through research, strategy, and partnership materials
- Built 100+ global partnerships, including gaming creators, platforms, and communities
- Designed and executed go-to-market campaigns for Web3 gaming ecosystem
- Led a cross-functional team overseeing brand direction, content, and growth hacking
- Identified gaming trends to strengthen brand positioning across social networks

Head of Marketing - MetaVirus Games Nov 2022 - Aug 2023

MetaVirus is a Web3 pet RPG game integrating P2E mechanics.

- Designed and ran community-first campaigns, growing active users significantly
- Managed influencer outreach and established cross-promotional partnerships
- Developed brand guidelines and executed multi-channel marketing strategies
- Oversaw content calendars, creator engagement, and community events
- Strengthened game presence across Twitter, Telegram, and Discord channels

REFERENCE

BELAL ABDULLAH ANAS
NexGami / CMO
+8801786-571200
baa@nexgami.com

LANGUAGE

- ENGLISH - (FLUENT)
- BANGLA (NATIVE)
- HINDI (CONVERSATIONAL)

ACHIEVEMENT

- Scaled multiple gaming communities from scratch to 100K-500K users
- Built 100+ partnerships with creators, KOLs, and gaming ecosystems
- Led marketing efforts contributing to a \$5M fundraising milestone
- Increased social engagement by 200%+ through trend-driven strategies