

MAKE YOURSELF UNDERSTOOD.



Rakibul Huda

Content & Comms Specialist at Oddlatent.
Helsinki, Finland.

Research. Strategy. Words. Visuals.
I help businesses say the right things to the right people.

From research to a clearer story.

Market intelligence, positioning and brand messaging for a global outsourcing company.



MY CONTRIBUTION

Research and positioning, followed by brand messaging and sales-enablement materials. The work organised a complex service offer around reliability, scalability and compliance.

FROM MESSAGE TO SALES MATERIAL



Big energy ideas. Human-sized stories.

Sumitomo SHI FW application concept. I developed the research, carousel copy and visual design. Self-initiated; not commissioned by the brand.

STORY ONE / A DIFFERENT WAY TO SEE WASTE

Sumitomo
SHI FW

The world's biggest untapped energy source isn't solar, or wind



It is what you threw away this morning

>

Sumitomo
SHI FW



That's how much Municipal Solid Waste the world generates every year.

Less than 20% of it is recovered for energy.

The rest?
Buried. Burned. Wasted.

That's a missed energy opportunity.

>

Sumitomo
SHI FW

What if waste wasn't the end of the chain but the beginning of a new one?

What if waste wood, every batch of recovered fuel, every industrial residue could be used to produce energy?

Not rotting in landfill or a cement kiln.

That reality exists. It's called
GASIFICATION

>

01 / THE HOOK

02 / THE CONTEXT

03 / THE REVEAL

THE STORY CHOICE

Start with an everyday object, then widen the frame. The sequence turns discarded material into an energy conversation before introducing gasification.

Selected original concept artwork. These are application samples, not a commissioned or measured campaign.

What happens when the wind stops?

A second carousel direction for Sumitomo SHI FW, using a familiar question to open a technical subject: energy storage.

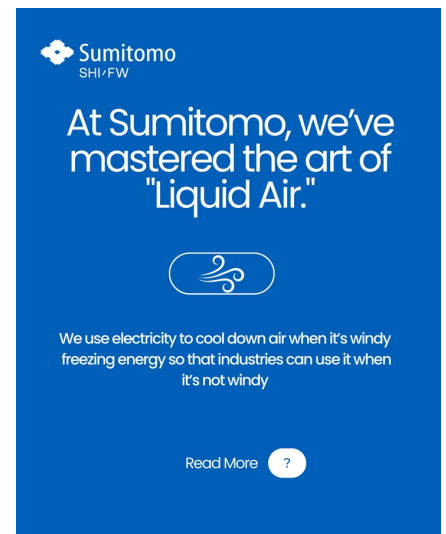
STORY TWO / QUESTION, BRIDGE, EXPLANATION



01 / THE QUESTION



02 / THE BRIDGE



03 / THE EXPLANATION

THE STORY CHOICE

Move from the uncertainty of renewable generation to the idea of storing energy as liquid air. A question gives the reader an entry point before the copy introduces the technology.

My role: topic research, content idea, copywriting and visual design. Self-initiated application concept; not commissioned by the brand.

A newsletter worth opening.

The Ascent '26: an employee-newsletter concept for Amer Sports.

THE IDEA

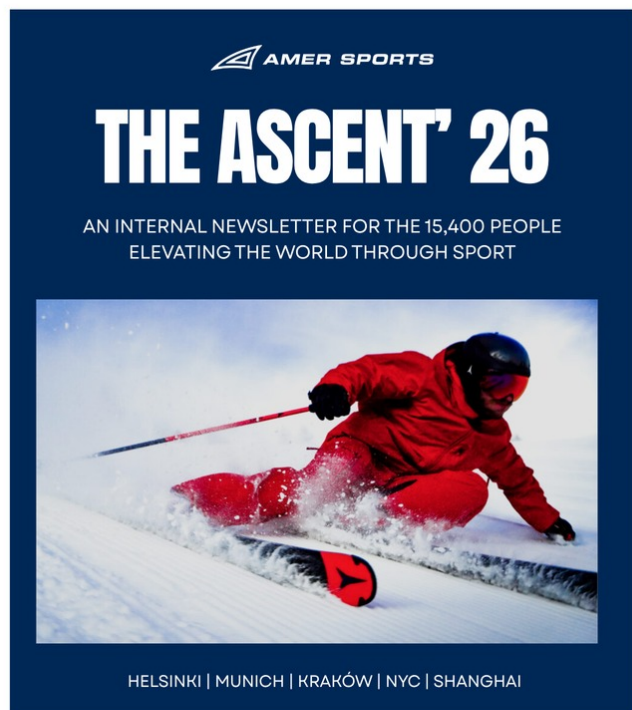
Connect sport, people and company news in one readable internal story.

MY ROLE

Research from public company material, story selection, writing, visual direction and the complete layout.

THE FORMAT

A seasonal lead gives the issue a theme. Highlights and short updates create several ways into the story.



A SEASON WORTH REMEMBERING

As the snow recedes from Cortina and tennis season warms up, this month feels like a natural moment to pause. The 2025/26 winter delivered the biggest Olympic moment in our company's history. Our Sustainability Report 2025 went live in April. Wilson welcomed a new President and CEO. Salomon crossed \$2 billion in sales. And Q1 results land on May 19.

Created independently for a Communications Trainee application. Not commissioned by Amer Sports.

One issue. Several ways in.



87 MEDALS. 27,000 UNIFORMS. ONE OLYMPICS.

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87 OLYMPIC + PARALYMPIC MEDALS ACROSS BRANDS	250 ATHLETES SPONSORED ACROSS THE GAMES	21 OLYMPIC MEDALS FOR ATOMIC ATHLETES
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CREATED BY RAKIBUL HUDA

ELEVATE THE WORLD THROUGH SPORT.

CATCH UP

SALOMON Annecy, FR

\$2 BILLION, AND A NEW PARIS HOME

Salomon surpassed \$2 billion in sales in 2025, with Outdoor Performance growing 30%. A new 1,500m² Paris office on Boulevard Magenta opens later this year.

WILSON Chicago, US

A NEW CHAPTER UNDER CARRIE ASK

Carrie joined as President & CEO on March 1, bringing global brand leadership from Helly Hansen, Levi Strauss, and Nike. Tennis 360 leads; softgoods nearly doubled in 2025.

ABOUT THIS PIECE

Created by Rakibul Huda

A concept for Amer Sports' all-employee newsletter, designed and written as a sample for the Communications Trainee role in Helsinki.

I researched, wrote, and designed the entire piece from scratch, approaching it as the kind of brief I would hope to contribute to within my first months at Group Communications.

All stories and references were sourced from publicly available Amer Sports materials, including the newsroom, the 2025 CEO Letter to Shareholders, brand channels, and recent press coverage.

This project was created independently to demonstrate my communication, storytelling, research, and visual design capabilities across internal communications and corporate content.

02 / HIGHLIGHTS

A visual lead and a row of figures create a quick scanning route through the issue.

03 / CATCH-UP

Shorter brand updates give the reader a second pace and a reason to keep going.

Original concept pages. Company figures shown in the artwork are editorial content, not results achieved by my work.

R/H.

THE HUMAN BEHIND THE WORDS

Curious mind. Clear words.

I bring 3+ years of experience in global marketing and communications, including leading a Brand & Communications team.

CURRENTLY

Content & Comms Specialist
Oddlatent

ALSO LEARNING

MSc in Marketing, Aalto University
In progress



Let's find the story.

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