

Jakaria Hasan

Brand, Content & Audience Growth · Performance Marketing



EXPERIENCE

9 years

DISCIPLINE

Brand · Growth · Performance

REMOTE

7 years

BASED

Sylhet, Bangladesh

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IN SHORT

Nine years across a digital publisher, an agency and a WordPress software company. I build audiences, design the campaigns and run the paid side that scales them.

1.92M

Facebook followers, from 400K

200,000+

YouTube subscribers, ~4 months

3.10x

Quarterly ROAS, from 2.35x

CONTACT

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Profile

I lead brand and content marketing, from creative direction to paid campaigns. Working across both helps me connect creative decisions with audience response and business results.

I spent six years at Roar Global, working on its Bangladesh publishing brand, where Facebook grew from 400,000 to 1.9 million followers and Instagram from zero to 70,000. Alongside my role at Roar, I directed brand and content for national clients at a Dhaka agency. I later led marketing across a portfolio of 15 WordPress products.

I design the creative, write the copy and set the content direction. When the team keeps doing the same task by hand, I build a tool for it. Because I also run the ads, I see what happens after launch: click-through, cost and sales. That feedback shapes the next round of creative.

EDUCATION

B.Sc. Computer Science and Engineering, Metropolitan University, Sylhet, 2012 - 2016

LinkedIn Ads Certification, LinkedIn Marketing Labs · Bangla native, English professional working

Published Bangla writer at Roar Media: biography, books, cinema, sports and history. English marketing writing on the WordPress product blogs.

CAPABILITIES

Brand and creative

Positioning, messaging, creative direction, campaign concepts, visual systems, brand guidelines, pitch decks, social assets

Content and editorial

Editorial strategy and calendars, product and technical content, briefs, contributor management, platform-native social, video formats, newsletters

Growth and paid

Google Ads, Meta Ads, YouTube Demand Gen, LinkedIn, TikTok and X Ads, campaign structure, keyword and competitor research, budget allocation, ROAS (return on ad spend)

SEO and CRO (conversion rate optimisation)

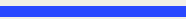
Keyword and search results research, landing page improvements, on-page copy and metadata at scale, ad-to-page message match, test design

Analytics and systems

GA4, Google Tag Manager, cross-domain attribution, UTM systems, Meta Pixel, reporting, site builds and custom plugin work in PHP

AI and design tools

Claude, ChatGPT, Gemini and Manus workflows, Adobe Photoshop, Illustrator, Figma and Canva

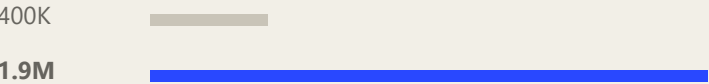


By the numbers

1.9M

Facebook followers, grown from 400,000

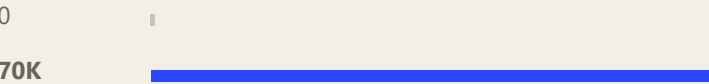
ROAR B A NGL A



70,000

Instagram followers, built from zero

R OAR B ANGL A



200+

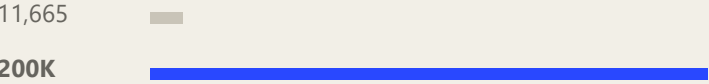
Freelance writers directed nationwide

ROAR B ANG L A

200,000+

YouTube subscribers in about four months, up from 11,665

WPM ANA GENI NJA



15

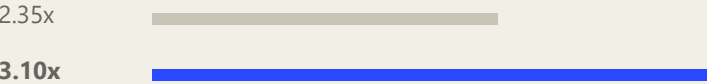
Products kept on one visual system

W PMA NAGE NINJ A

3.10x

Quarterly ROAS, up from 2.35x

WPM ANAGE NI NJA



Roar's audiences grew mostly on content and format decisions, with some paid boosting on Facebook. The WPMManageNinja YouTube growth came from paid YouTube Demand Gen.

How I got here

Publisher, then agency, then software.

2 0 1 7 - 2 0 2 4

Roar Global

I joined a young digital publisher as a writer and left running its whole Bangladesh digital operation. That's where I learned audience: what makes people stop, share and come back, and how to build a visual language a whole team can work inside. Facebook went from 400,000 to 1.9 million, Instagram from nothing to 70,000.

2 0 2 2 - 2 0 2 3

TechAByte Solutions

I wanted to know if any of it worked outside one newsroom. So I directed brand and content for a Dhaka agency serving national clients, built positioning and campaigns from scratch, and designed much of the work myself, including pieces for Teletalk.

2 0 2 3 - 2 0 2 6

WPManageNinja

Then software, where every campaign has a cost and a sales figure next to it. I set the visual system for 15 products, design the campaign creative and run the paid campaigns. Owning the budget taught me quickly which messages sell and which ones only look good.

The through line

Start with the audience, make the work, check the numbers, adjust. The numbers don't replace judgment, but they show whether a decision worked.

How I use data

Platform data shapes what we make and where the budget goes.

Every platform shows where people stopped watching, what they shared and when they scrolled past. At Roar, retention curves, format tests and posting times decided which formats we made more of, and helped move a text-first publisher into video.

At WPManageNinja, I use GA4, Google Ads and Meta reporting to see click-through, cost and sales after each launch. That feedback decides which creative gets more budget and which gets reworked.

Data does not replace the idea. It shows which idea deserves more time and money.

WPManageNinja

Marketing Lead

Jul 2023 - Sep 2026 · Sylhet, Bangladesh

- Designed the deal and campaign creative and wrote the social media guidelines, so 15 products look like they come from one company.
- Led three deal seasons end to end: calendar, segmentation, offers, email, creative and partner outreach.
- Own paid acquisition and campaign strategy across the portfolio, and report performance and budget decisions to the CMO.
- Rebuilt the paid strategy and lifted quarterly ROAS (return on ad spend) from 2.35x to 3.10x. Individual months ran at 3.5x to 4.25x, and sales volume rose about 85% in one quarter.
- Ran 140+ Meta campaigns, with cost per click as low as \$0.01. Across Google Ads and Meta, paid campaigns reached 14.8M+ accounts and 24.2M impressions.
- Grew the company YouTube channel from 11,665 to 200,000+ subscribers in about four months with paid YouTube Demand Gen, at \$0.03 average cost per subscriber. That was double the annual target.
- Own landing page conversion and weekly reporting, using GA4 and Google Ads to spot product and pricing problems early.
- Built the team's marketing tools, including a cross-domain attribution plugin, a campaign URL builder and a YouTube analytics dashboard.

HIGHLIGHTS

Visual system for 15 products

YouTube 11,665 to 200,000+ in ~4 months

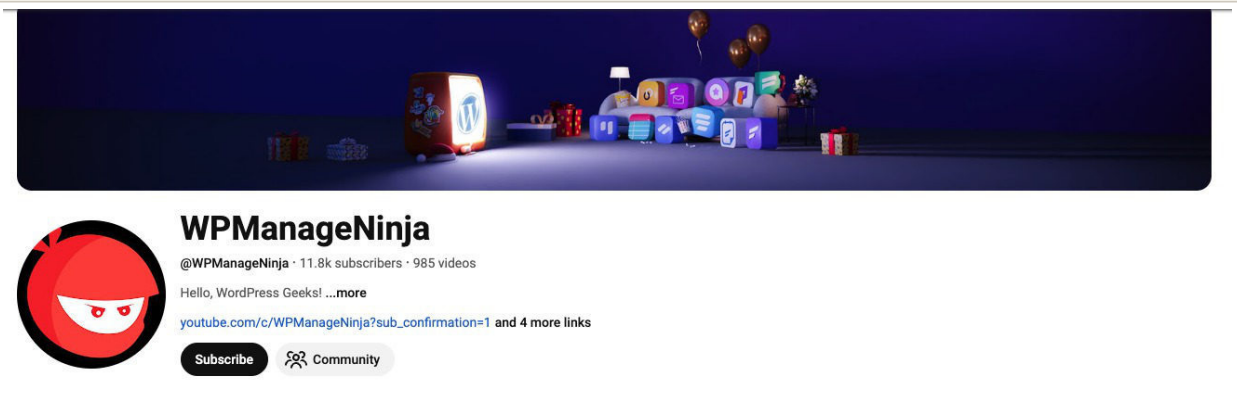
ROAS 2.35x to 3.10x

DESIGN WORK FROM THIS ROLE

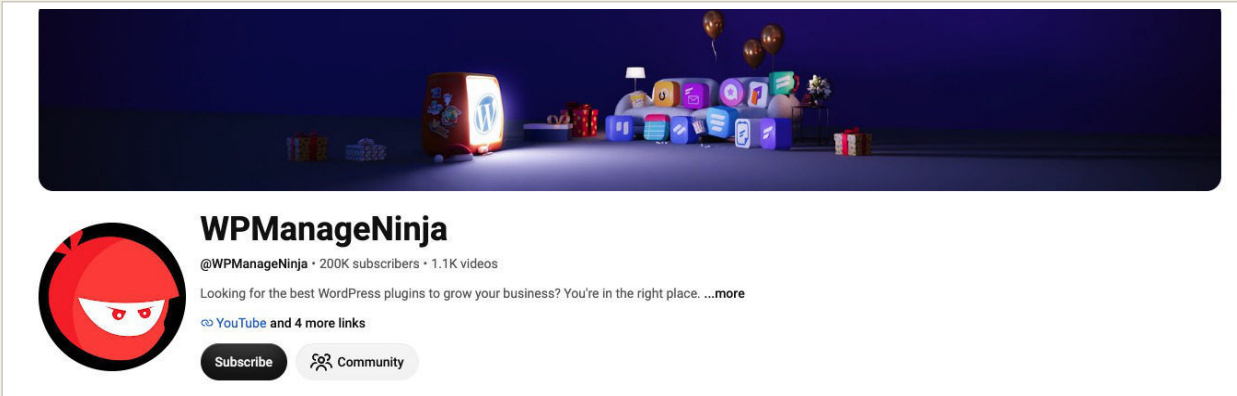
Page 10

YouTube: 11,665 to 200,000+

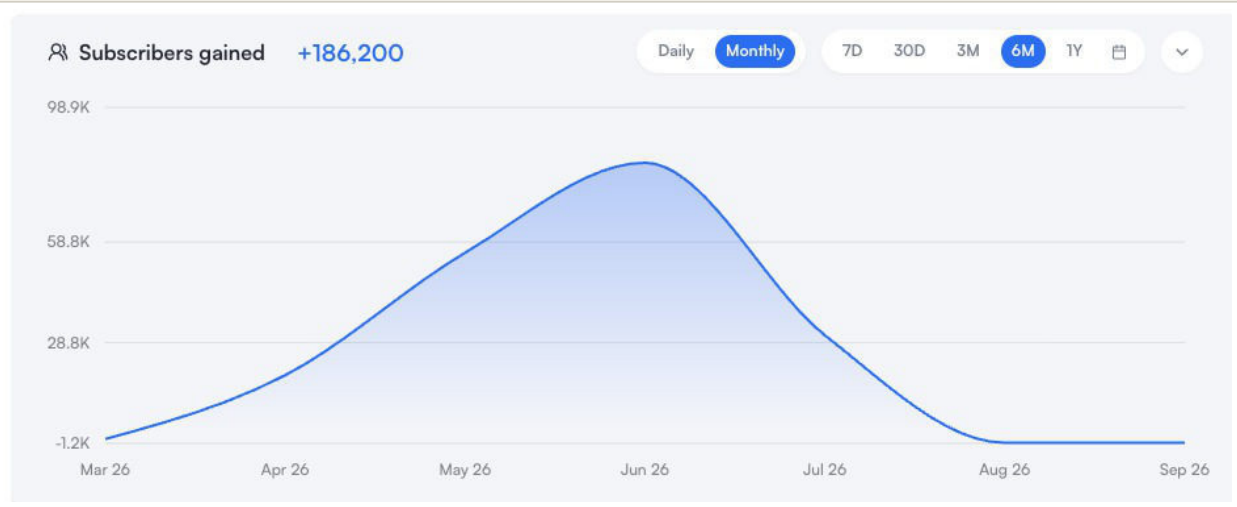
The company channel, grown with paid YouTube Demand Gen in about four months.



Before · 15 March 2026
11,665 subscribers



After · July 2026
200,000+ subscribers



Subscribers gained by month, March to September 2026. The paid push ran from mid-March to July; the chart runs on to show what happened after.

200K

Total channel subscribers, up from 11,665

4 mo

About four months, double the annual target

\$0.03

Average cost per subscriber, paid Demand Gen

Tools and systems built

When the work needed a better system, I built it.

Marketing Master Playbook

An AI skill bundle that turns research, positioning, competitor and pricing analysis, blog planning and lead generation into repeatable playbooks. The team starts from a shared method instead of a blank page.

YouTube Hub

A browser dashboard that reads channel analytics and flags which videos are working and which are struggling. It also cuts any video into frame-accurate reels and turns a transcript into ready copy for six channels.

Cross-domain attribution plugin

A WordPress and PHP plugin built to follow visitors from product sites through to checkout and address incorrect source attribution. It was not deployed before I left WPMManageNinja.

Campaign URL builder

Standard UTM tags for every campaign across the portfolio. It became the team default, so data from every channel lines up.

Image optimizer

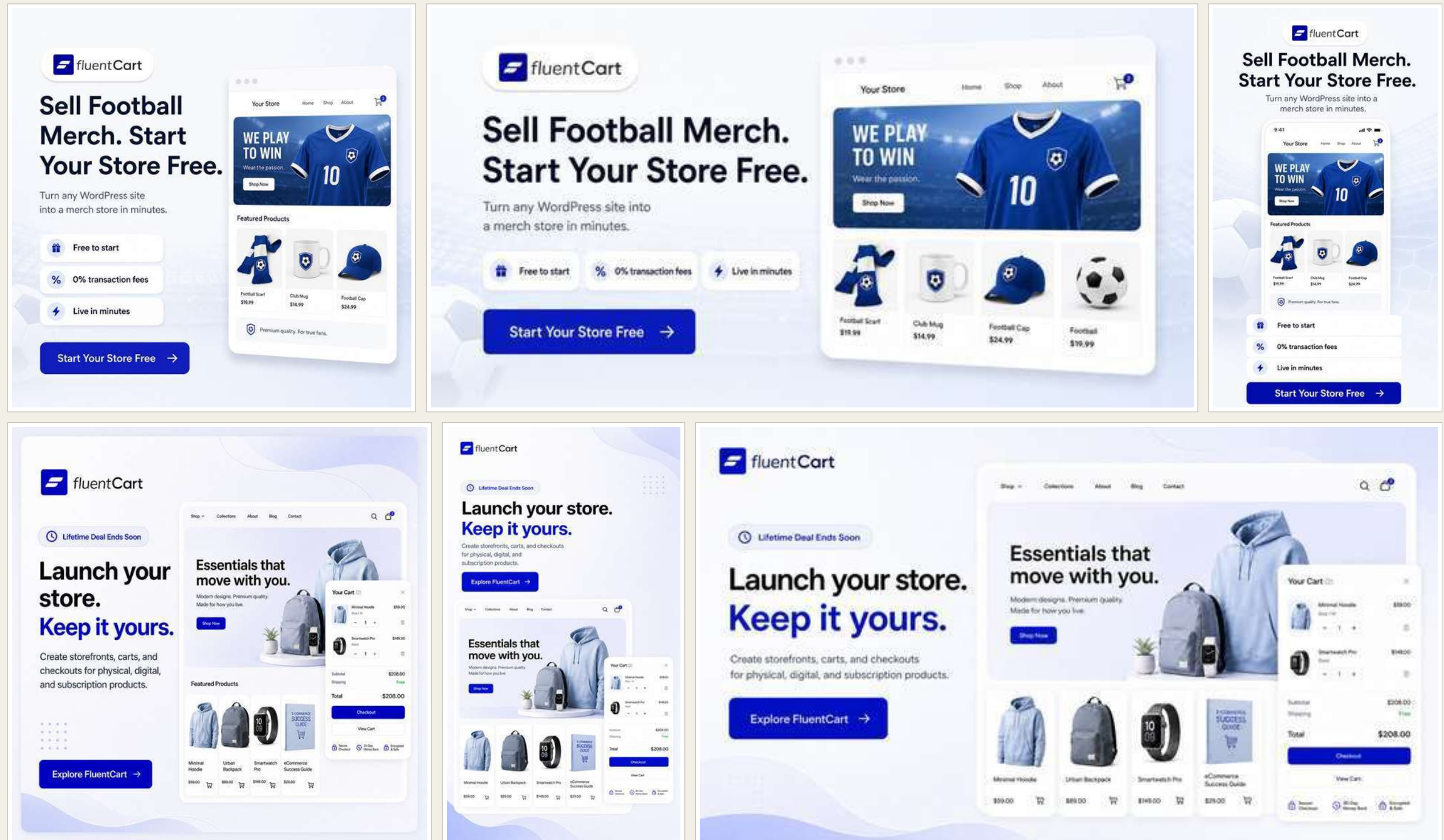
Batch compression in the browser, so creative ships faster and heavy files stop slowing pages down.

AI prompt guidebook

A library of 120+ prompts that keeps AI-assisted creative on brand across the team.

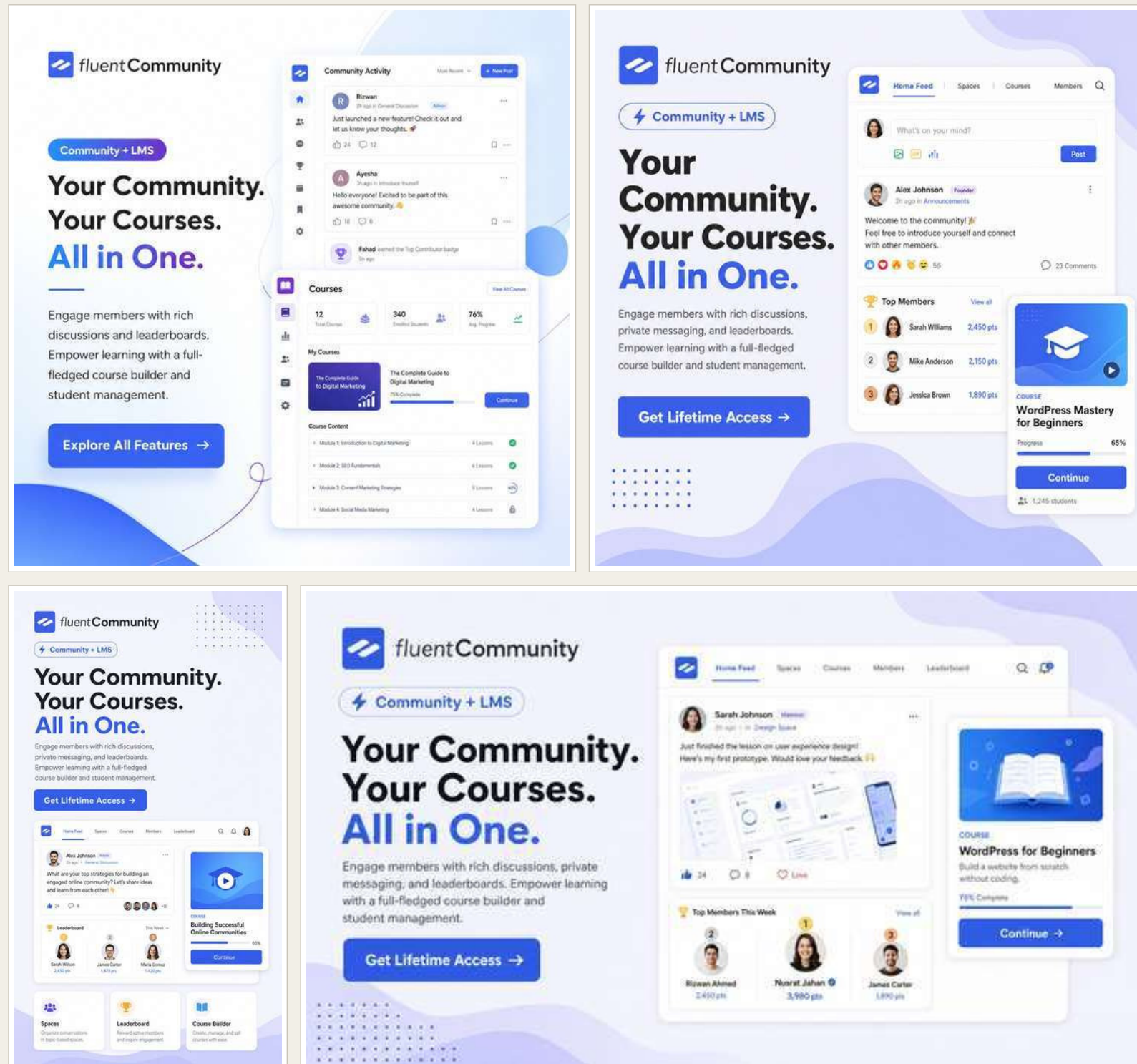
FluentCart

Launch, deal and product creative I designed for FluentCart · 6 pieces



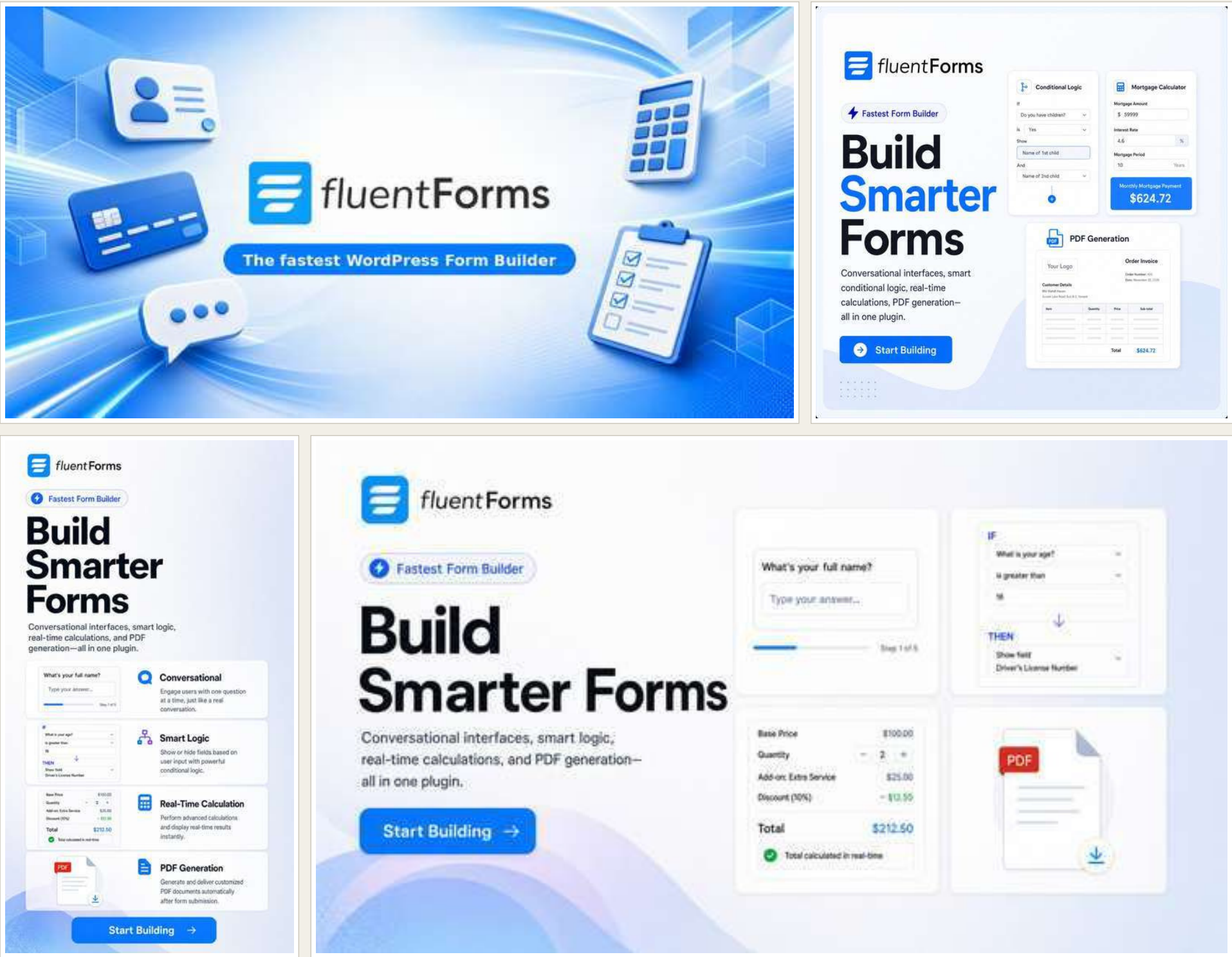
FluentCommunity

Product and campaign creative I designed for FluentCommunity · 4 pieces



Fluent Forms

Product and campaign creative I designed for Fluent Forms · 4 pieces



Seasonal campaigns

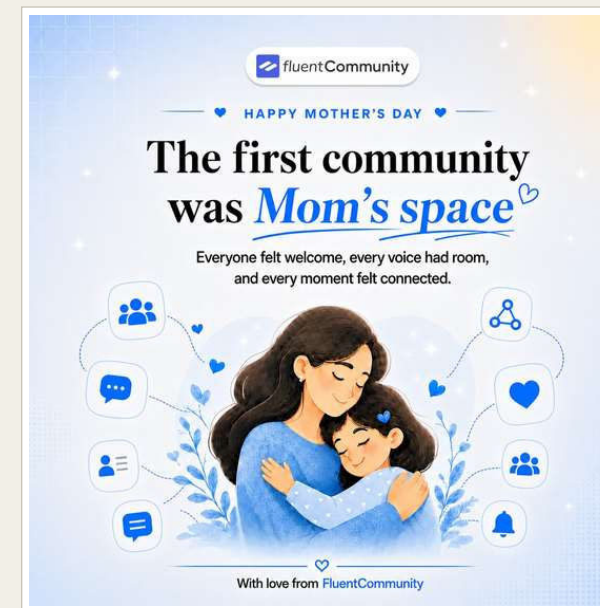
One system per season, adapted across 15 products · 4 campaigns shown



Eid



Workers Day



Mother's Day



Summer sale



Roar Global

Head of Digital, Roar Global

Dec 2017 - Mar 2024 · Remote

- Oversaw marketing, growth and digital operations for Bangladesh across web, social and video, and set the content strategy and yearly calendar.
- Grew Facebook from 400,000 to 1.9 million followers, Instagram from zero to 70,000 and YouTube to 30,000. Instagram and YouTube grew organically; Facebook grew mostly on content, with some paid boosting.
- Directed a nationwide network of 200+ freelance writers: recruited and briefed them, planned the editorial calendar and built a contributor platform.
- Moved the brand from text-first publishing into video, with a repurposing model that increased output.
- Launched the newsletter from scratch and ran all of it: concept, design, build, list and sending.
- Designed the brand's graphics and templates, plus the creative for branded campaigns and client projects.
- Worked with sales on branded content deals: built pitch decks, shaped concepts, set KPIs and joined client conversations.

HIGHLIGHTS

Facebook 400K to 1.9M

Instagram 0 to 70K, YouTube to 30K, organic

200+ writer network directed

BRANDS

bKash, Walton, PRAN, ACI, ACI Motors, Savlon, Freedom, Arla Dano, Mitsubishi Motors (Rangs), Meghna Group (Fresh Ceramics, Home Builders Club), Shah Cement, Envoy Group, Rupayan Group, Bengal Meat, National Board of Revenue, Rokomari, PriyoShop, Sheba.xyz, HandyMama

DESIGN WORK FROM THIS ROLE

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Earlier at Roar Global

Three steps before Head of Digital, all inside the first six months.

Content Manager

Roar Global · Nov 2017

Ran article and video production from idea to publication, owned the content calendar, and kept publishing standards and site moderation on track.

Social Media Analyst

Roar Global · Oct 2017

Built the early social presence from scratch with platform-native posts and paid boosting, and designed the graphics in-house.

Content Writer

Roar Global · Jun 2017

Wrote long-form Bangla features on biography, books, cinema, sports and history.

WRITING AND PUBLICATIONS

Published Bangla writer at Roar Media, across biography, books, cinema, sports and history. In English, I write marketing pieces for the WordPress product blogs, including a guide to the Facebook algorithm and engagement.

Read my Roar articles: archive.roar.media/author/jakaria

Roar Global: Bangladesh results

The platform I ran digital for, 2017 to 2024

1.92M

Facebook followers, up
from 400K

70.3K

Instagram followers,
from zero, 100% organic

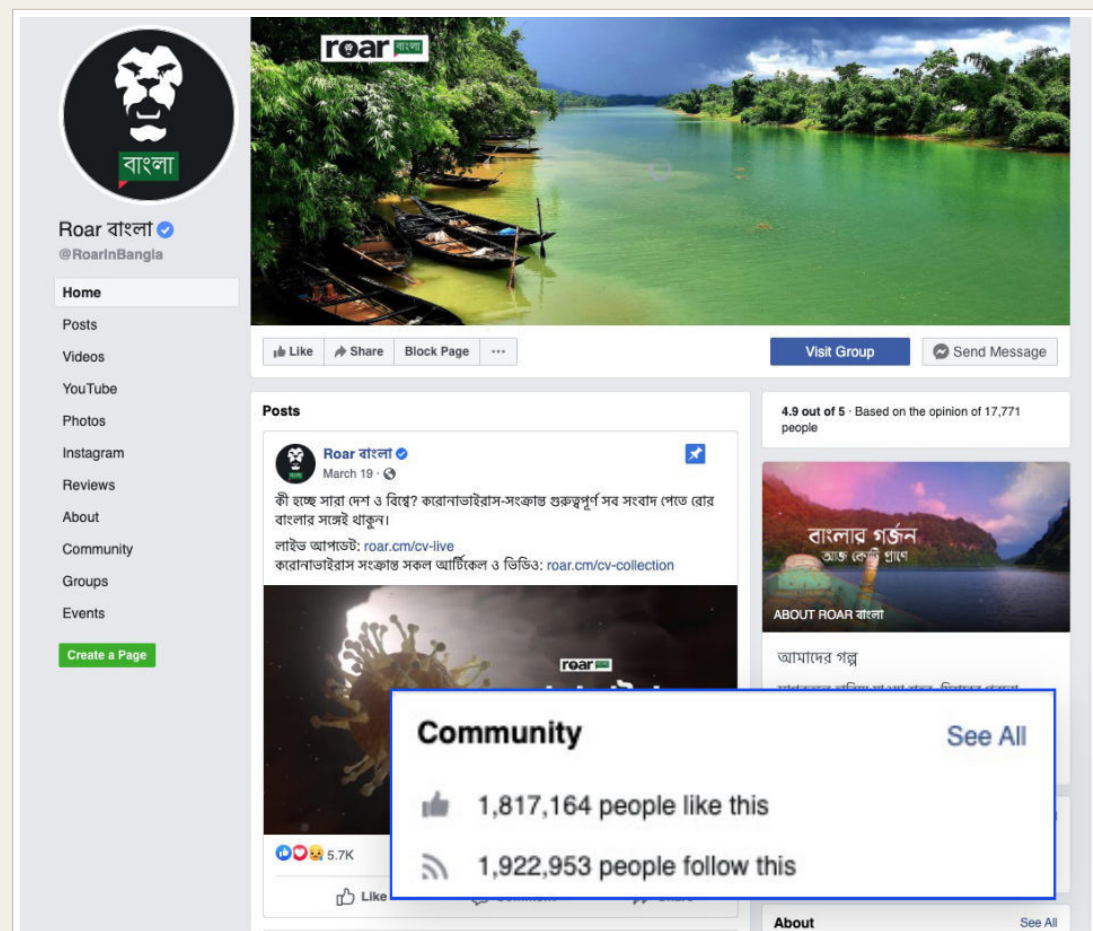
30K

YouTube subscribers,
100% organic

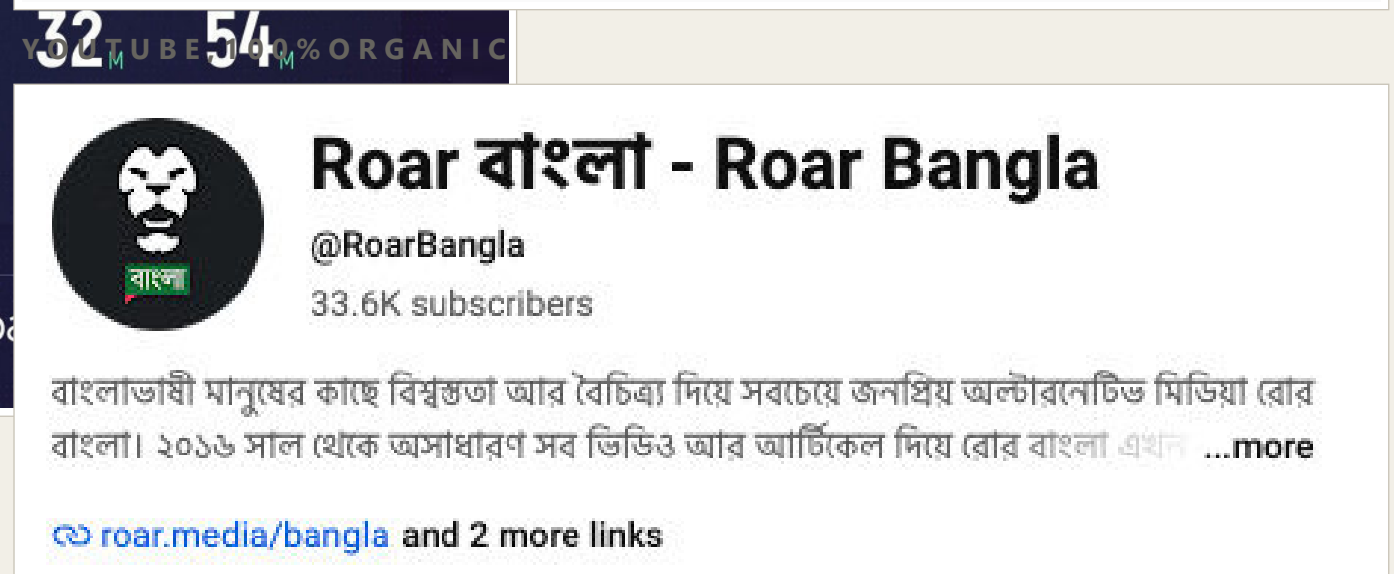
103.6K

Members in the Facebook
community group

FACEBOOK, DEC 2020



INSTAGRAM, 100% ORGANIC, JULY 2022



Recognition and leadership

Employee of the Year in 2018. Two years later, I was the one handing awards to our writers.



Employee of the Year

Roar Bangla annual awards, December 2018



Presenting Writer of the Year

Roar Bangla writers and editors meetup, February 2020

The team behind the numbers

As Head of Digital, I led the video team, directed the editorial team and managed a network of 200+ freelance writers.



Roar Bangla writers and editors meetup, February 2020



Roar Bangla Editorial Team



Roar Bangla Video Team



Roar Bangla Team at Robi-lekhok Adda

Case study: Roar Global in Bangladesh

Head of Digital, 2017 to 2024. A text-first publisher that learned to be native on every platform.

THE STARTING POINT

A young publisher built around text articles. Facebook had 400,000 followers. Instagram had none.

MY ROLE

I started as a content writer in June 2017 and became Head of Digital that December. I set the content strategy and calendar, directed a network of 200+ freelance writers, and designed the templates the team published on.

WHAT CHANGED

- Moved from text-first publishing into video, with a repurposing model so one story could become several pieces.
- Tested formats and made content native to each platform instead of posting the same thing everywhere.
- Built one visual system the whole team could work inside, so more people could publish without the brand drifting.
- Launched a newsletter, and a contributor platform for the writer network.

RESULTS

1.92M

Facebook followers, Dec 2020, up from 400K

70.3K

Instagram followers, Jul 2022, organic

30K

YouTube subscribers, organic

54M

Roar Bangla social media engagements, 2020

32M

Roar Bangla video views, 2020

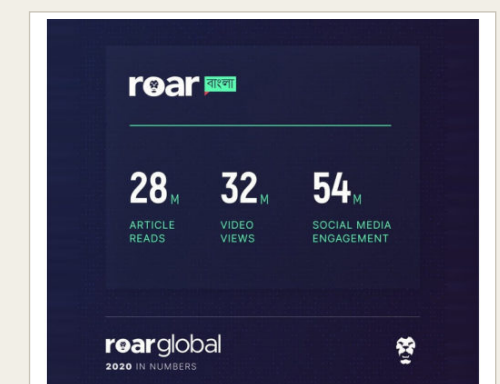
28M

Roar Bangla article reads, 2020

Instagram and YouTube grew organically. Facebook grew mostly on content, with some paid boosting. The 2020 figures are Roar Bangla's, from the Roar Global '2020 in Numbers' report (shown below).

WHAT STAYED WITH ME

Read where people stop watching and what they share, then make more of what they actually finish. The platform data was our clearest guide to what the audience wanted.



No Dorai

Release campaign for a Star Cineplex film. The film went on to win six Bangladesh National Film Awards, including Best Film.

- Planned and ran the release campaign with my team: social plan, promo design and promo videos.
- Built and ran the official film page, which is now verified.
- Produced an editorial reel series with Roar Bangla about the real stories behind the film.



22M+

Soundtrack video views (lifetime)

6

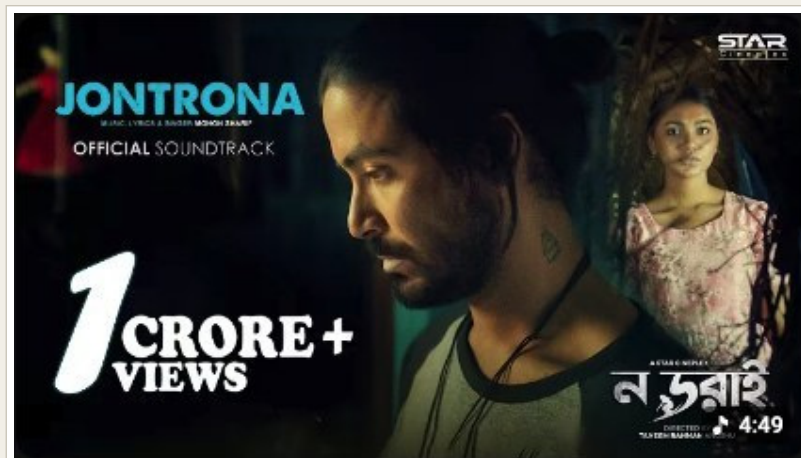
National Film Awards won by the film

29K

Followers on the film page, Sep 2026

No Dorai, the creative

Soundtrack thumbnails I designed, and the editorial reel series · 4 pieces



Jontrona
20M views



Shotti Naki Bhul
1.7M views



Harbo Na
949K views



Editorial reel series with Roar Bangla

Real stories that carried the film's theme, like Nasima Akter, Bangladesh's first female surfer. Co-branded Roar Bangla and Star Cineplex.

Home Builders Club

A Meghna Group brand: a Bangla home-building portal. I built its social presence from launch.

- Built the Facebook page from zero.
- Every social graphic from Feb 2020 to May 2022 was designed by me or made from the templates and social guideline I set.
- Wrote and pitched three growth plans to the client: Facebook growth, page boosting and YouTube.



0 → 36K

Facebook followers, built from launch

27

Months running the page, 2020 to 2022

3

Growth and boosting plans pitched

Home Builders Club, the growth plan

Three strategy decks I wrote and pitched to Meghna Group.



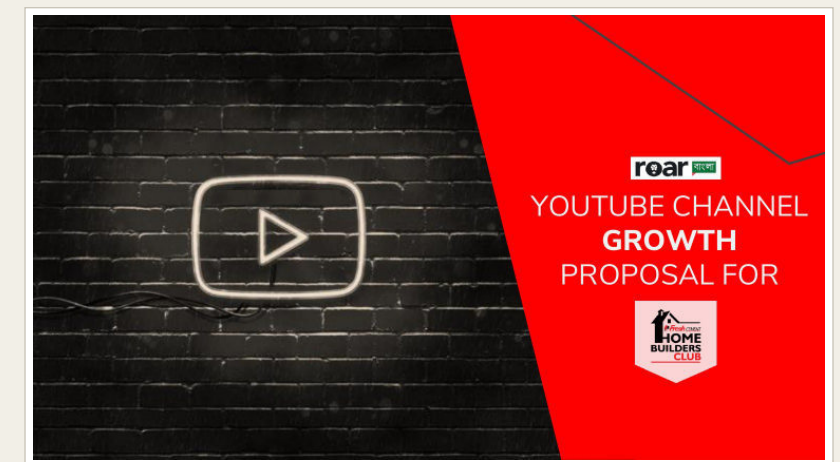
Facebook page growth plan

A 3-month plan to grow reach and page likes: quiz competitions, graphics, brand videos and short expert Q&A videos.



Page promotion and boosting plan

Quizzes tied to likes and shares, pinned directory posts with call-to-action buttons, directory explainer videos and behind-the-brand videos.



YouTube channel growth plan

A Google Ads plan to grow subscribers: in-stream video ads, remarketing lists and keyword research.

Walton: Fridge-er Joyjatra

A four-episode branded series on the history of the fridge, from ancient ice stores to smart fridges. Deliberately not an ad for any one model.

356K+

Total reach across 4 episodes (not unique)

124K+

Video views

21.8K+

Engagements



1 • The fridge in ancient times

211K reach · 81.7K views



2 • Not just for ice

40.7K reach · 12.1K views



3 • Inside the machine

25.6K reach · 4.9K views



4 • The smart fridge

78.4K reach · 26.1K views

Social and editorial

Everyday social and editorial visuals for Roar Bangla · 10 pieces



Infographics

Infographics that turn a long story into something you can read in one scroll · 5 pieces



TechAByte Solutions

Director, Brand and Content Marketing

Sep 2022 - Jun 2023 · Remote, part-time

- Directed brand and content marketing for national clients, from client brief to final delivery.
- Built marketing plans, positioning and competitor research from scratch, and turned client needs into campaigns the in-house team could produce.
- Led graphics, video and AV production, and designed campaign creative myself, including poster and social work for Teletalk.
- Created the brand identity for the agency's own platform, House of Marketing.

HIGHLIGHTS

National clients including Teletalk

Brand identity built for House of Marketing

Positioning and plans built from scratch

CLIENTS

Teletalk, Lubnan Trade Consortium (RichMan, Infinity), Tilottoma, JRC Powertech, Somalicious, Bangladesh Air Force Museum, Topface

DESIGN WORK FROM THIS ROLE

Page 28

House of Marketing

TechAByte's own marketing platform. I created its logo and brand guidelines.

- Designed the HM (House of Marketing) logo and built the brand guidelines: mark, colours and usage.
- Set the visual direction for the platform's social presence.
- The page still runs on the same identity in 2026.

11K

Facebook followers, Sep 2026



facebook.com/houseofmarketingbd

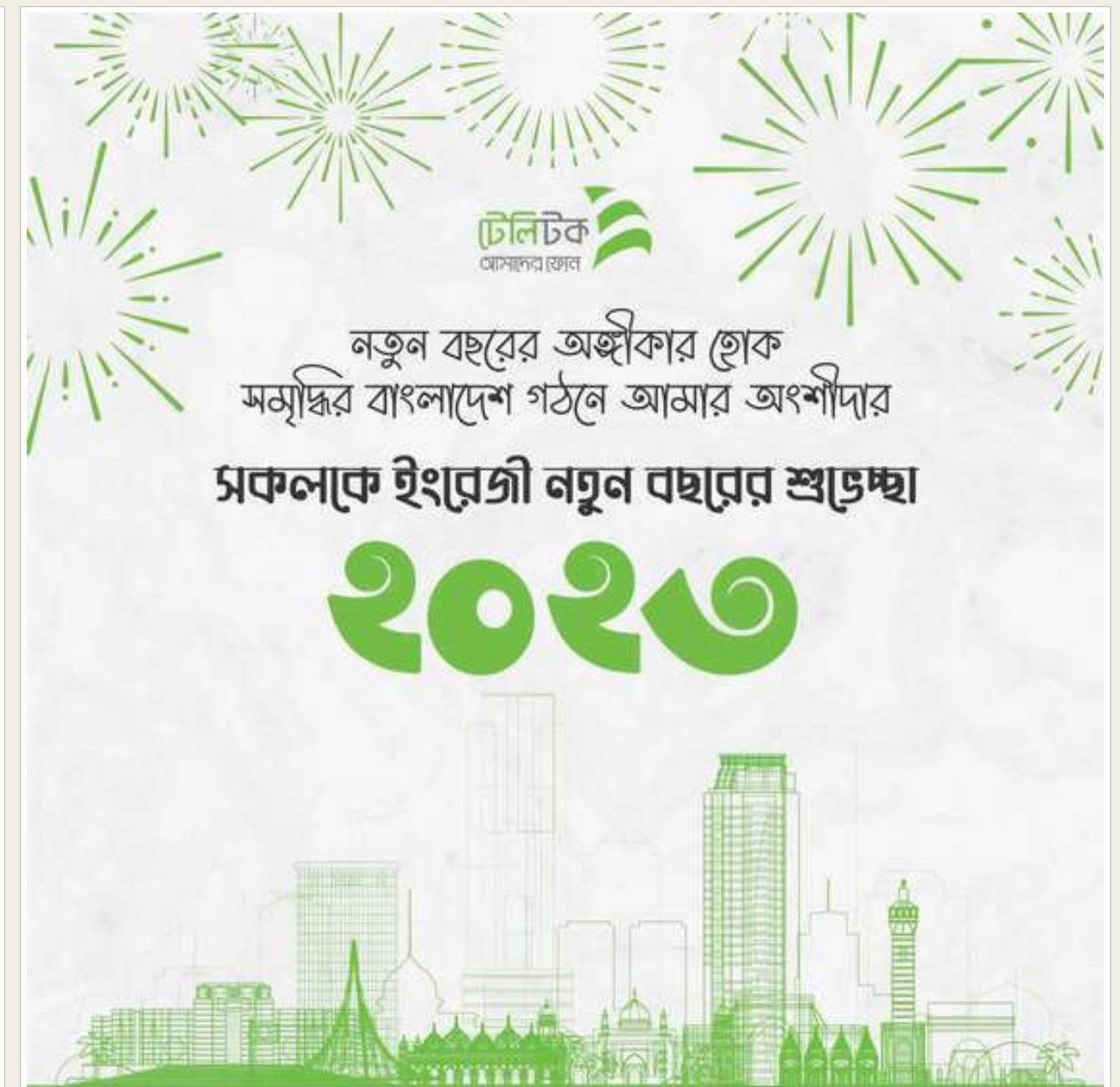
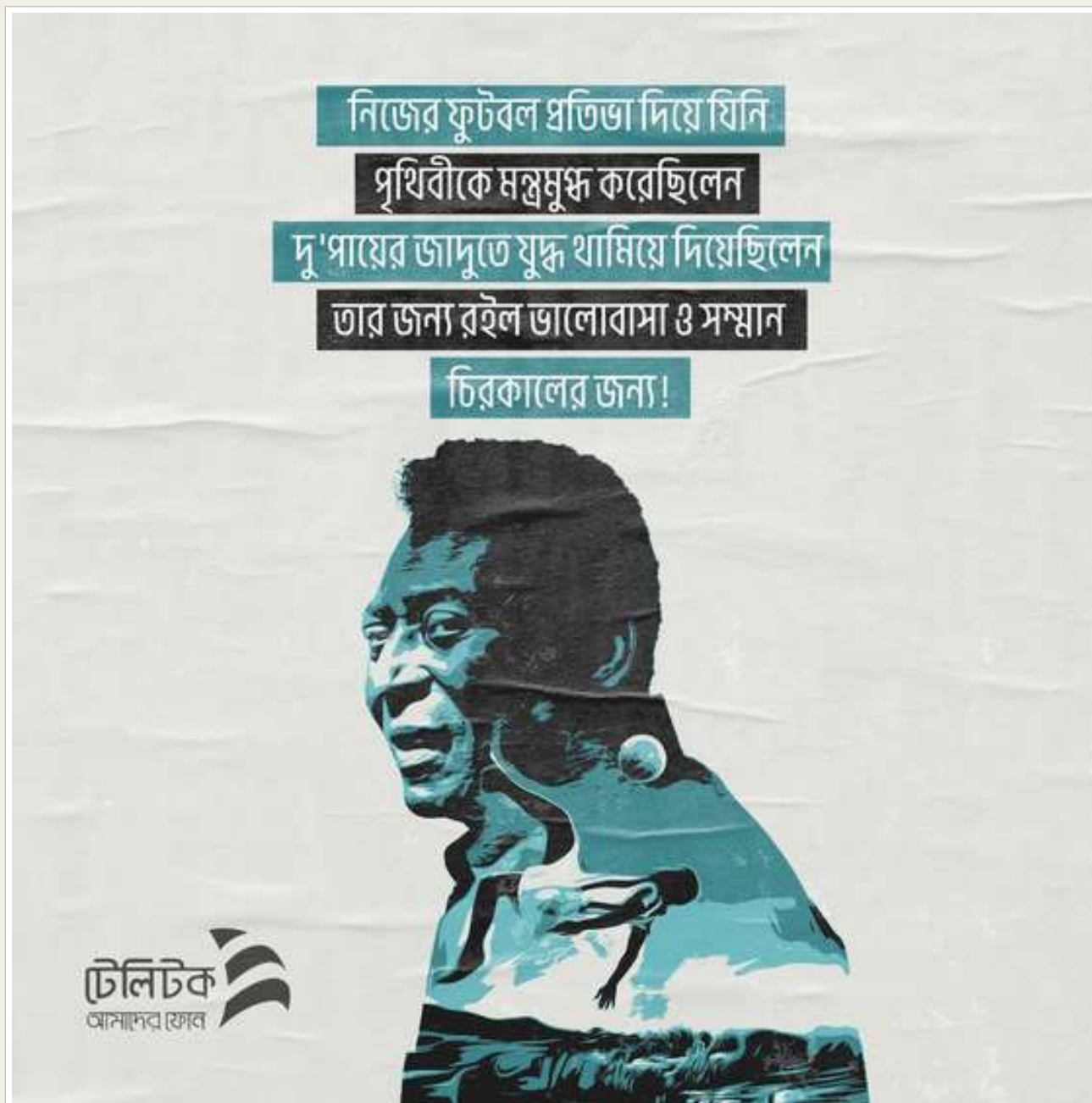
Brand and Social

Brand and social creative for the agency and its clients · 6 pieces



Teletalk

National campaign pieces for Teletalk, Bangladesh's state-owned mobile operator · 2 pieces





Freelance and identity

Brand identities built outside the day job. Most came through referrals from previous clients.

Saba

Full brand identity for a coffee and culture brand, bilingual in Ge'ez and Latin script · 2025



Primary	Primary	Accent	Support	Support
Saba Green HEX #1B4028 RGB 27 · 64 · 40 CMYK 85 · 45 · 90 · 55	Saba Yellow HEX #EDB71F RGB 237 · 183 · 31 CMYK 5 · 28 · 95 · 0	Sunflower Brown HEX #562E0F RGB 86 · 46 · 15 CMYK 35 · 70 · 100 · 50	Soft Grey HEX #D7D7D7 RGB 215 · 215 · 215 CMYK 0 · 0 · 0 · 16	White HEX #FFFFFF RGB 255 · 255 · 255 CMYK 0 · 0 · 0 · 0

Logo

Sunflower, patterned arch and a two-script wordmark, built as one unit.

Colour, type and rules

Five-colour palette with print and screen codes, font system, clear space and a do's and don'ts guide.



Applied: letterhead, coffee mug and T-shirt, plus business cards. Referred by a previous client.

Sharm Villa

Full identity for a private client: wordmark, monogram, colour system and stationery · May 2021



A system, not just a logo

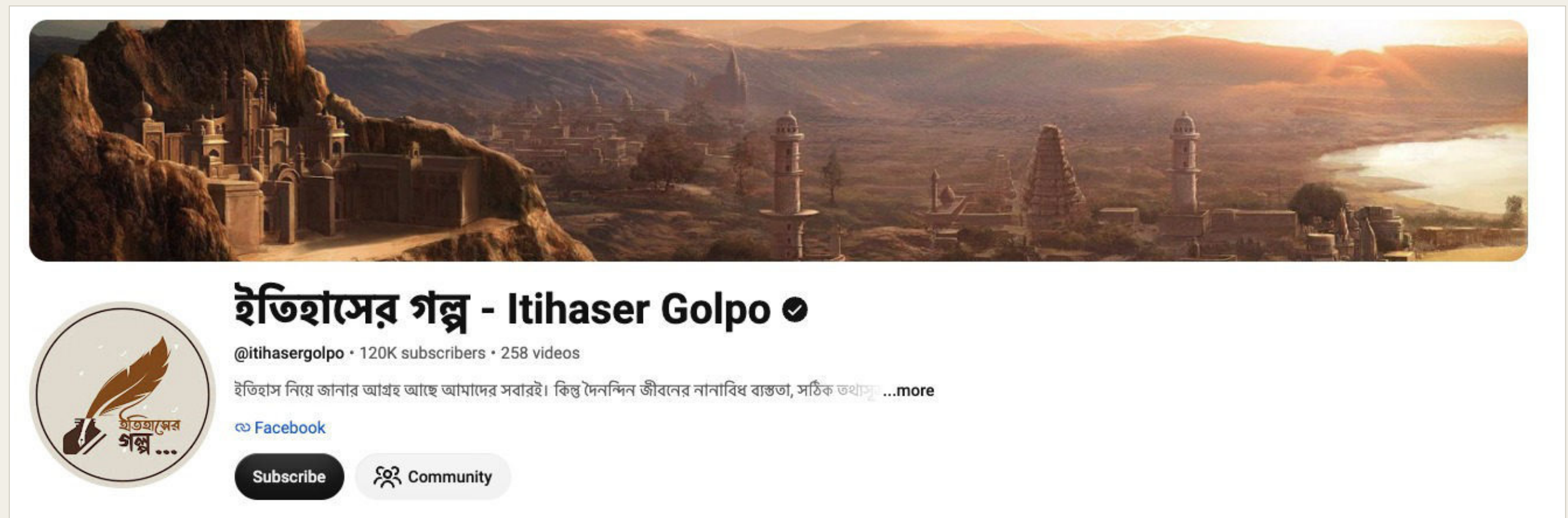
Wordmark and monogram with colour and dark versions, a four-colour palette, usage rules and a full stationery and packaging set. The client later referred me to Saba.



Stationery and packaging set

Itihaser Golpo

An independent Bangla history channel, now verified, with 120K subscribers (Sep 2026).



- Helped set up the channel in its early stages alongside a Roar colleague.
- Wrote the channel plan and content guides.
- Designed the thumbnail style and templates the channel grew on.

120K

Subscribers, Sep 2026 · 258 videos

What I want next

- A brand, content or growth lead role where I shape the story and the creative.
- A product I can learn well enough to write about properly, not just advertise.
- A team small enough that building the tools is part of the job, and one that likes having a brand lead who reads the numbers.

Let's talk.

Happy to walk through any campaign, number or piece in this deck, including the ones that did not work.
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PORTFOLIO