

Jakaria Hasan

MARKETING LEADER | Brand, Content & Audience Growth · Performance Marketing

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PROFILE

Marketing leader with 9 years in brand, content, audience growth and performance marketing across publishing, agency and SaaS. As Head of Digital at Roar Global, I grew its Bangladesh audience: Facebook from 400K to 1.9M and built Instagram and YouTube from zero. At WPManageNinja, I directed Google Ads and Meta across 15 products and lifted quarterly ROAS from 2.35x to 3.10x. I blend paid and organic growth, and build my own tools when the work needs them.

EXPERIENCE

Marketing Lead

WPManageNinja | Jul 2023 - Sep 2026 | Sylhet, Bangladesh

- Directed growth, brand and campaign strategy across a 15-product WordPress plugin portfolio, all on-brand.
- Rebuilt the paid strategy, and quarterly ROAS rose from 2.35x to 3.10x, with monthly campaigns holding 3.5x-4.25x and sales volume up about 85% in a quarter.
- Expanded paid reach across Google Ads and Meta to 14.8M+ accounts and 24.2M impressions, with 140+ Meta campaigns at CPCs as low as \$0.01.
- Scaled the company YouTube channel from 11,665 to 200,000+ subscribers in four months on paid YouTube (Demand Gen) at a \$0.03 average cost per subscriber, double the annual target.
- Led three deal seasons end to end (calendar, segmentation, offers, email, creative, partner outreach); each beat the last.
- Owned landing page conversion and weekly reporting: rewrote headlines, matched the ad to the page, set test rules, and used GA4 and Google Ads to surface product and pricing problems.
- Designed the deal and campaign creative and templates myself, and set the company's social media guidelines.

Director, Brand & Content Marketing

TechABYTE Solutions | Sep 2022 - Jun 2023 | Remote | Part-time

- Directed brand and content marketing for a Dhaka agency's national clients, from client brief through to final delivery.
- Served as the link between clients and the in-house team, turning client needs into plans, campaigns and finished assets.
- Built full marketing plans and competitor research from the ground up.
- Drove graphics, video and AV production; designed the campaign creative myself, including poster and social work for Teletalk, and created the brand for the agency's platform, House of Marketing.

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

Head of Digital, Roar Global

Roar Global | Dec 2017 - Mar 2024 | Remote | Full-time

- Oversaw marketing, growth and digital operations for Bangladesh across web, social and video, set the content strategy and annual calendar, and ran website and admin-panel moderation.
- Set the social strategy behind audience growth: Facebook grew from 400,000 to 1.9M, Instagram from zero to 70,000 and YouTube to 30,000 through format testing, platform-native content and boosted top posts.
- Directed a 200+ nationwide freelance-writer network: recruited and briefed contributors, ran editorial plans and built a contributor platform.
- Led the move from text-first publishing into video and built a repurposing model that scaled output.
- Launched the newsletter programme from scratch and ran it end to end: concept, design, build, list and sending.
- Designed the brand's graphic content and templates, and the creative for commercial client projects and branded campaigns.
- Wrote promotional content and campaign copy across the brand's channels and client work.
- Partnered with the business team and sales on branded-content deals: built pitch decks and sales presentations, shaped concepts, set KPIs and joined client conversations.

Content Manager

Roar Global | November 2017 | Remote | Full-time

- Drove article and video production from idea to publication, owned the content calendar, and controlled site moderation and publishing standards.
- Curated Bangla content across Facebook, Instagram and YouTube, and produced the graphic templates the team used.
- Boosted top content and reported on performance to push it further, and briefed new writers to keep output on standard.

Social Media Analyst

Roar Global | October 2017 | Remote | Full-time

- Supervised the company's social platforms, produced the content that ran on them, designed supporting graphics in-house.
- Built the early social presence from a standing start through platform-native posting and boosting.
- Tracked content performance across channels and reported the insights that shaped what got published next.

Content Writer

Roar Global | Jun 2017 - Sep 2017 | Remote

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

Brands (across Roar): 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 and HandyMama

TOOLS & SYSTEMS BUILT

- **Marketing Master Playbook:** an AI skill bundle that turns research, positioning, competitor and pricing analysis, blogs and lead-gen into repeatable playbooks the whole team runs from.
- **YouTube Hub:** a browser dashboard that reads the channel's YouTube analytics, flags top and underperforming videos, cuts any video into frame-accurate reels, and turns a transcript into ready copy for six channels.
- **Cross-domain attribution plugin:**
Built a WordPress/PHP plugin to address attribution between product sites and checkout; not deployed before I left.
- **Campaign URL builder:** standardised UTM tracking across the portfolio and became the team's default, so every channel's data lines up.
- **Image optimizer:** browser-based batch compression that cut creative turnaround and shipped lighter, faster-loading assets without a design bottleneck.
- **AI prompt guidebook:** a 120+ prompt library and standard for AI image generation, so the team gets consistent mockups and brand visuals instead of guessing.

SKILLS & EXPERTISE

Growth & paid: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, X/Twitter Ads, campaign structure, keyword and competitor research, budget allocation

SEO & CRO: Keyword and SERP research, landing-page optimisation, on-page copy and metadata at scale, ad-to-page message match, test design and decision rules

Brand & creative: Positioning, messaging, creative direction, campaign concepts, visual systems, pitch decks, social assets

Content & editorial: Technical/product content, editorial calendars, briefs, thought leadership, platform-native social, video formats, newsletters

Analytics & systems: GA4, Google Tag Manager, cross-domain attribution, UTM systems, Meta Pixel, reporting; site and landing-page builds, custom plugin work in PHP

AI & design tools: Claude, ChatGPT, Gemini and Manus workflows; Adobe Photoshop, Illustrator, Figma and Canva for campaign creative and decks

EDUCATION & ADDITIONAL

B.Sc. in Computer Science & Engineering, Metropolitan University, Sylhet | 2012 - 2016

LinkedIn Ads Certification, LinkedIn Marketing Labs | Languages: Bangla (native), English (professional working proficiency)

Writing & Publications: Published Bangla writer at Roar Media (biography, books, cinema, sports, history), and English marketing content on the WordPress product blogs, including a guide on [Facebook algorithm and engagement](#).