

Jakaria Hasan

Growth & Performance Marketing · Brand & Creative

Sylhet, Bangladesh · jakhimself@gmail.com · +880 1715074033

linkedin.com/in/jakhimself · behance.net/jakariajakir · archive.roar.media/author/jakaria

PROFILE

Growth marketer with nine years in paid acquisition, brand and content. I started in editorial and social at one of Bangladesh's largest digital publishers and worked up to running its digital operation, then spent a year directing brand and content for agency clients before moving into SaaS. Today I lead paid for a WordPress software company, owning strategy, copy, creative, landing pages, tracking and reporting, with three years spent deep in the WordPress plugin ecosystem. I design as well as market, and when something blocks the work I would rather solve it than pass it on. That is where my internal tools came from.

EXPERIENCE

Marketing Lead — WPManageNinja / AuthLab

Jul 2023 – Present · Sylhet, On-site

Lead the paid team and own campaign execution across the company's WordPress plugin portfolio.

- **Took quarterly ROAS from 2.35x to 3.10x** with my team. Monthly campaigns now hold between 3.5x and 4.25x, with brand search at 33 to 40% CTR.
- **Grew the company YouTube channel from 11,665 to over 200,000 subscribers in seven months**, double the annual target and four months early. Our first approach came back far too expensive per subscriber to scale, so I stopped the test early and we rebuilt around video views and stronger creative.
- **Built the team's internal tooling**: a WordPress plugin that fixed cross-domain attribution between our product sites and a central checkout, a campaign-URL generator now used as the tracking standard, an AI engine that turns a video transcript into copy for six platforms, and an image optimizer that replaced a manual routine where the team ran assets through several different third-party sites one at a time.
- **Ran three consecutive deal seasons** with full control of email across the portfolio: calendar, segmentation, offers, sends and follow-ups, plus creative templates and partner outreach. Each year finished ahead of the last.
- **Own conversion rate optimization** across deal, comparison and paid landing pages: above-the-fold rewrites, message match, and test rules agreed with the team before launch.
- **Report weekly on GA4, Google Ads and Meta**, and move budget on the data. I cut search terms failing on CPA, and found one product's install-to-sales gap was a pricing problem rather than a traffic one.

Director, Brand & Content Marketing — TechAByte Solutions

Sep 2022 – Jun 2023 · Dhaka, Hybrid

Led brand and content marketing at a Dhaka digital agency for national clients including Teletalk Bangladesh.

- Developed campaign concepts and carried them from planning through asset production to delivery, so nothing reached a client half-finished.
- Directed graphics, video and AV production — and designed the campaign creative myself, including poster and social work for **Teletalk Bangladesh**. Samples on Behance.
- Reviewed scripts, visuals and articles before anything left the studio, so problems were caught internally rather than in front of the client.

- Coordinated content, design and production teams across concurrent client accounts, and built the processes that kept quality and deadlines intact as output scaled.

Roar Bangla – Dhaka, Bangladesh

2017 – Jun 2023

Six years at one of Bangladesh's largest digital publishers.

Head of Digital Jul 2019 – Jun 2023

- Owned marketing, growth and digital operations for Bangladesh across web, social and video, and set the content strategy and annual calendar behind it.
- Grew the Facebook and Instagram audiences from a standing start on format testing and platform-native content, with no paid distribution.
- Worked with the sales team on commercial partnerships and branded campaigns for major advertisers including **Meghna Group of Industries** (Fresh Ceramics, Home Builders Club) and **Arla Dano**.
- Led the move from text-first publishing into video, and built the repurposing model that multiplied output without adding headcount. Designed campaign creative in-house; samples on Behance.

Content Manager Aug 2018 – Jul 2019

- Ran article and video production end to end, from commissioning through publication, and owned the calendar behind it.
- Curated Bangla content across Facebook, Instagram and YouTube, and managed site moderation and publishing standards.

Social Media Analyst Sep 2017 – Aug 2018

- Managed all company social platforms and produced the content that ran on them, designed the supporting graphics in-house, and published long-form Bangla features.

SKILLS

Paid	Google Ads, Meta Ads, LinkedIn Ads, campaign architecture, keyword and competitor research, budget allocation
SEO	Keyword and SERP research, comparison and landing-page optimization, on-page copy and metadata at scale, Search Console
CRO & email	Landing pages, ad-to-page message match, test design and decision rules, promotional email and newsletters
Analytics	GA4, Google Tag Manager, cross-domain attribution, UTM systems, Meta Pixel
WordPress	Site and landing-page builds, tracking implementation, custom plugin work (PHP), deep knowledge of the plugin ecosystem
Design	Adobe Photoshop, Adobe Illustrator, Figma, Canva; campaign and social creative, posters and key visuals
Content & AI	Editorial strategy, content calendars, platform-native social, video formats; Claude, ChatGPT and Gemini daily, prompt systems

EDUCATION & CERTIFICATION

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

LinkedIn Ads Certification, LinkedIn Marketing Labs · **Languages** Bangla (native), English (professional working proficiency)