

Jakaria Hasan

Marketing Leader · 9 years · Sylhet, Bangladesh (remote)

Every number here has a screenshot on the following pages. Where a page no longer exists, I say so and show the screenshot I took while I ran it.

BRAND	PLATFORM	GROWTH	MY ROLE
WPManageNinja B2B software	YouTube	11.6K to 200K+	Grew it with paid ads in 4 months
Roar Bangla Digital publisher	Facebook	400K to 1.92M	Head of Digital, 2017 to 2024
Roar Bangla Digital publisher	Instagram	0 to 70.3K	Built from zero, organic
Roar Bangla Digital publisher	YouTube	0 to 30K+	Built from zero, organic
Roar Bangla Digital publisher	FB Group	103.6K members	Community I oversaw
Home Builders Club Client	Facebook	0 to 36K	Built from launch
No Dorai (film) Client	Facebook	29K, verified	Release campaign and page
House of Marketing Agency	Facebook	11K	Brand identity and social look
Itihaser Golpo Independent channel	YouTube	120K, verified	Helped launch it (early stage)

LIVE LINKS

youtube.com/@WPManageNinja

youtube.com/@RoarBangla

youtube.com/@itihasergolpo

facebook.com/homebuildersclub

facebook.com/houseofmarketingbd

ARCHIVED ROAR BANGLA PAGES (WAYBACK MACHINE)

[Facebook: facebook.com/RoarInBangla](https://facebook.com/RoarInBangla)

Archived 12 Dec 2021

[Instagram: instagram.com/roar.bangla](https://instagram.com/roar.bangla)

Archived 26 Jul 2022

Roar Bangla's Facebook and Instagram have since been deactivated by the company. You can still check both on the Wayback Machine (web.archive.org) using the links above.

Also managed on X: @WPManageNinja and @roarbangla.

YouTube: 11,665 to 200,000+

Company channel for a 15-product software business. I planned and ran the paid YouTube Demand Gen campaigns that grew it.

200K+

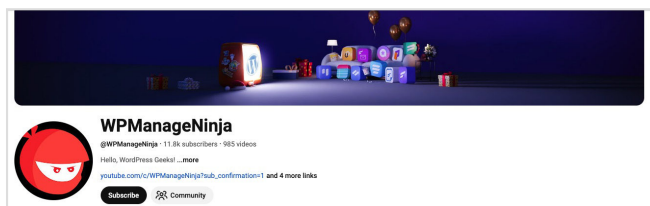
subscribers, from 11,665

4 months

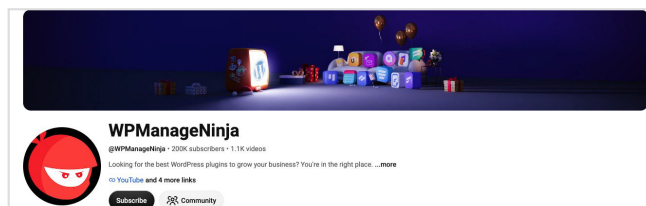
double the annual target

\$0.03

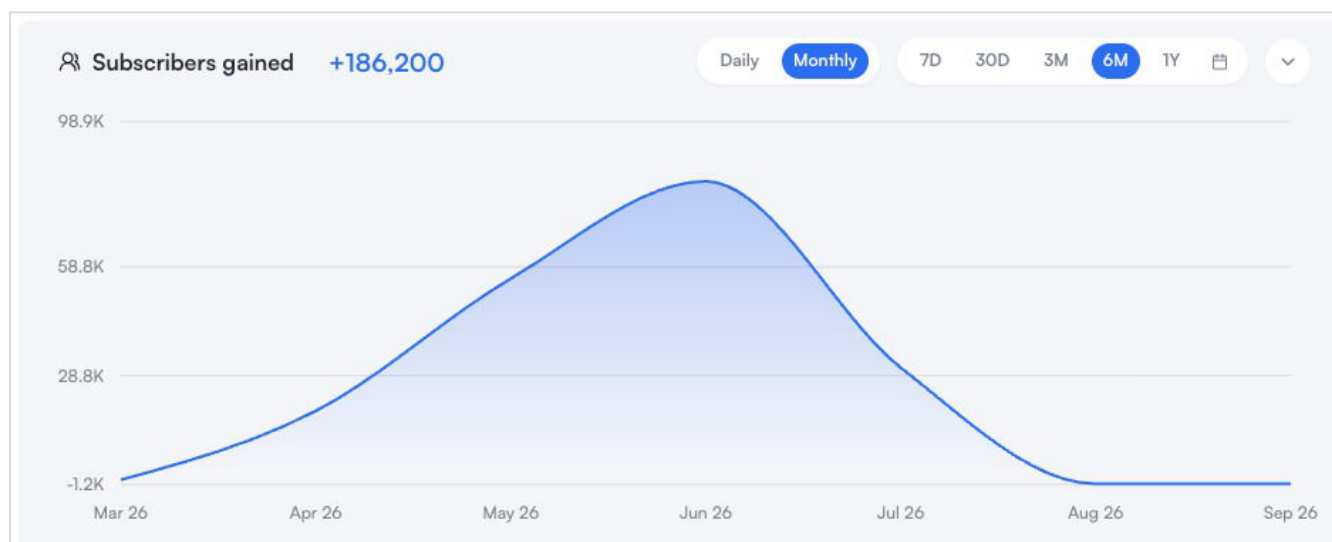
average cost per subscriber



Before: 15 March 2026, 11,665 subscribers



After: July 2026, 200,000 subscribers



YouTube Studio: subscribers gained by month, March to September 2026 (+186,200)

LINK youtube.com/@WPMangeNinja

MY ROLE Marketing Lead (Jul 2023 to Sep 2026). Campaign plan, targeting, creative and budget.

GROWTH TYPE Paid (YouTube Demand Gen)

Facebook: 400K to 1.92M

I joined in June 2017 and ran Roar Bangla's digital as Head of Digital until March 2024.
Growth was mostly organic content and format work, with some paid boosting.

1.92M

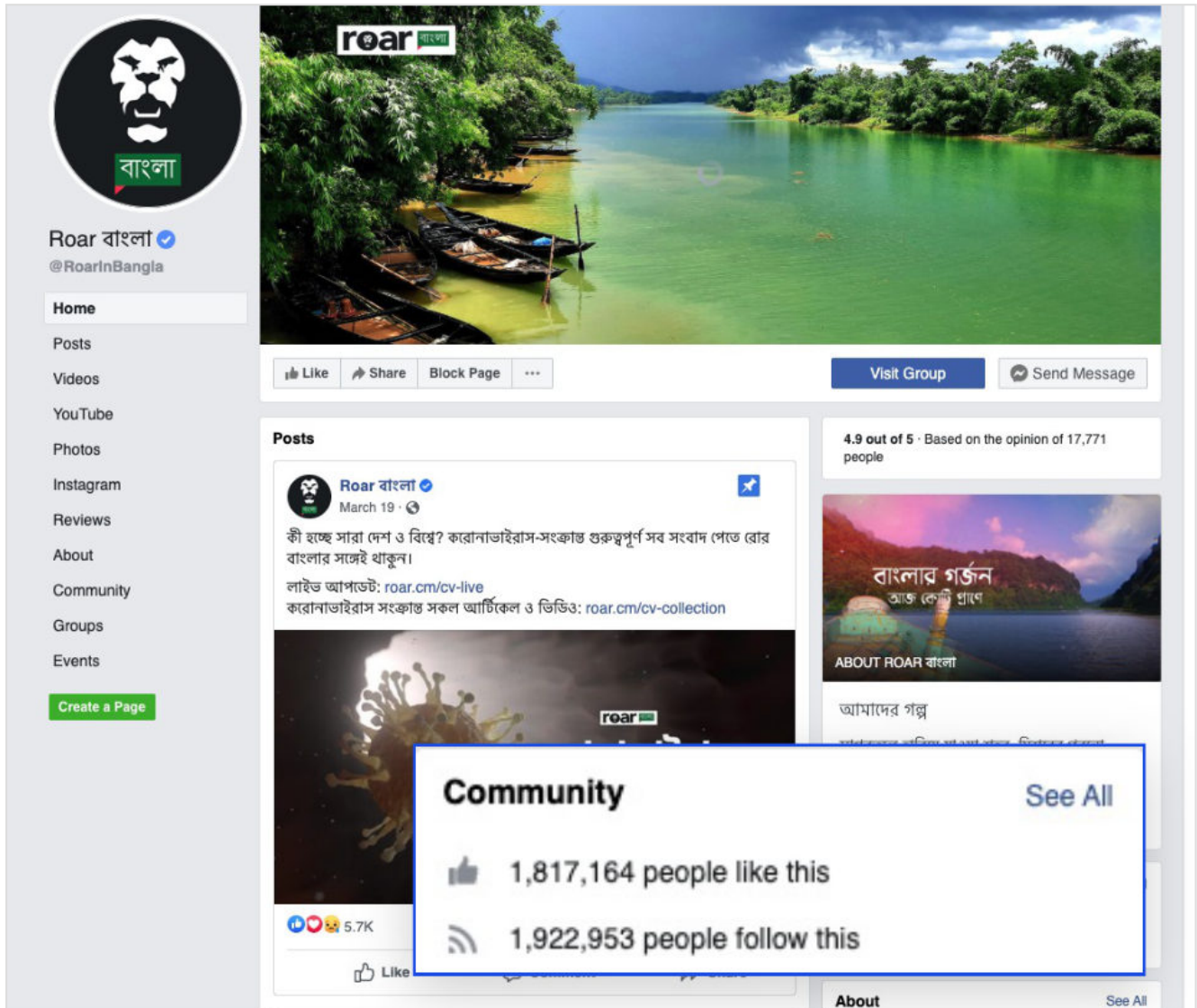
followers, from 400K

1.82M

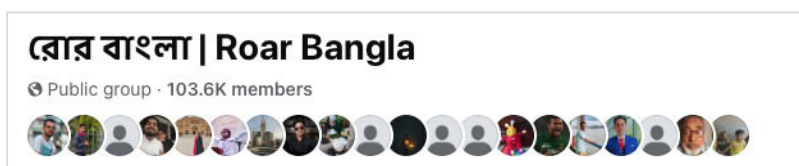
page likes

103.6K

members in the FB group



Roar Bangla Facebook page, December 2020: 1,922,953 followers



Roar Bangla community group: 103.6K members

PAGE facebook.com/RoarInBangla (deactivated by the company)

CHECK IT Wayback Machine snapshot, 12 Dec 2021

MY ROLE Content writer, Social Media Analyst, then Head of Digital (2017 to 2024)

Instagram and YouTube, both from zero

Neither account existed when I started. Both grew 100% organically: no paid followers, no paid subscribers.

70.3K

Instagram followers, verified

30K+

YouTube subscribers

0

starting point for both



Instagram @roar.bangla, 26 July 2022: 70.3K followers, verified (same date as the Wayback snapshot)



YouTube @RoarBangla: 33.6K subscribers

INSTAGRAM	instagram.com/roar.bangla (deactivated by the company)
CHECK IT	<u>Wayback Machine snapshot, 26 Jul 2022</u>
YOUTUBE	<u>youtube.com/@RoarBangla (live)</u>
MY ROLE	Set up both accounts, content plan, formats, templates and posting

Pages I built for other brands

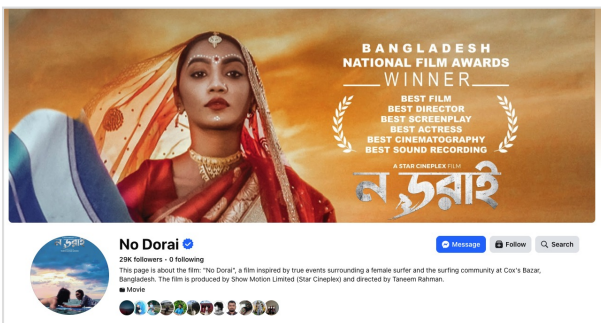
Live pages you can open today. Numbers as of September 2026.



Home Builders Club (Meghna Group)

0 to 36K followers. Built from launch; I designed every graphic Feb 2020 to May 2022.

facebook.com/homebuildersclub



No Dorai (Star Cineplex film)

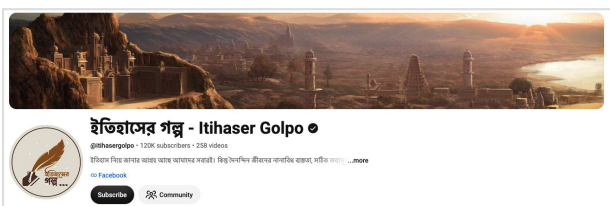
29K followers, verified. I planned the release campaign and ran the official page.



House of Marketing (TechABYTE)

11K followers. I created the brand identity and social look it still runs on.

facebook.com/houseofmarketingbd



Itihaser Golpo (independent YouTube channel)

120K subscribers, verified. I helped a colleague launch it: channel plan, content guides and the thumbnail style it grew on.

youtube.com/@itihasergolpo