

NOBIR HOSSEN

Social Media Marketing Strategist | Meta Certified

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PROFESSIONAL SUMMARY

Meta Certified Social Media Marketing Strategist with 3+ years of experience helping founders and service businesses turn content into client inquiries, not just views. Specialize in content strategy, positioning, and structured content-to-client systems across Instagram, Facebook, LinkedIn, and TikTok. Delivered measurable organic growth for client accounts in travel, garments export, and grooming, with a focus on audience psychology, clear positioning, and repeatable systems over short-term tactics.

CORE SKILLS

Social Media Strategy • Content Strategy & Systems • Brand Positioning • Short-Form Video Planning • Meta Ads (Setup, Testing, Optimization) • Audience Research • Content Calendars • Community Management • Analytics & Reporting • Copywriting • Lead Generation Funnels

PROFESSIONAL EXPERIENCE

Founder & Social Media Strategist | **Grow With Social Media**

Apr 2025 - Present

Dhaka, Bangladesh

- Founded a strategy-first social media practice serving founders, creators, and service-based businesses focused on measurable growth over random posting.
- Design structured social media strategies aligned to each client's audience, positioning, and long-term business goals.
- Lead end-to-end growth initiatives spanning strategy, content systems, short-form video planning, and performance optimization across Instagram, Facebook, and LinkedIn.
- Translate business goals into actionable content plans using audience psychology, data insights, and a repeatable content-to-lead-to-client framework.

Meta Certified Social Media Marketing Strategist | **Independent / Client Projects**

Feb 2023 - Present

Remote, International Clients

- Built and managed complete social media systems for client brands, covering content, ads, analytics, and growth.
- Delivered 300M+ organic views and supported 2M+ follower growth across managed client accounts.
- Created content that increased client engagement by 40 to 200% through trend-focused, psychology-driven strategy.
- Set up, tested, and optimized Meta ad campaigns alongside daily posting and community management.

Social Media Marketing & Content Coordinator | **Travel By Sueshana**

Mar 2025 - Feb 2026

United States (Remote)

- Planned and scheduled daily content across Instagram, TikTok, Facebook, and Google Business Profile for a calm, trust-first travel brand.
- Created short-form video captions, reel scripts, and story content, and managed content calendars and consistency workflows.
- Developed an advisor-style brand tone and aligned DM and reply messaging to it; collaborated with the owner on content direction and system setup.

Senior Social Media Marketer | **B.M. International**

Sep 2024 - Mar 2025

Dhaka, Bangladesh

- Led the digital brand presence of an export-based garments company and managed communication with international buyers.
- Increased audience engagement through product-centered content and data-driven planning across platforms.
- Planned buyer-focused campaigns and delivered analytics and performance reporting.

Dhaka, Bangladesh

- Grew audience reach for a travel company through engaging content and hosted multiple tours and events.
- Strengthened customer engagement and on-ground communication across activities.

EARLIER EXPERIENCE

- **Social Media Manager**, Good Looks Barber Shop (Sep 2023 - Dec 2023) - managed full online presence and grew local engagement through creative content and promotions.
- **Member (HR, Social Media, Research)**, Shadow Ecosystem Ltd (May 2020 - Apr 2024) - supported social media growth, market and competitor research, and idea development in a tech startup.

EDUCATION

B.A. in English Literature (Ongoing)
ZNRF University of Management Sciences

Higher Secondary, Humanities (Geography)
Muktijoddha College, 2021

Secondary, Science
Gazipur Model Public School & College, 2019

CERTIFICATIONS

- Social Media Marketing II
- Facebook Marketing
- Introduction to Social Media Marketing
- Fundamentals of Social Media Advertising
- Time Management

LANGUAGES

- English - Full Professional
- Bengali - Native
- Urdu - Limited Working