

• SOCIAL MEDIA MANAGEMENT

Social Media Portfolio

A collection of social media management work across different global brands covering content strategy, visual design, paid campaigns, and growth results.



Hasibul Haque Prottoy

Digital Project Manager

15+

BRANDS MANAGED

1M+

FOLLOWERS GROWN

\$200K+

REVENUE VIA META

Contact

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hasibulhaqueprottoy.com

[Fiverr](#) · [Upwork](#) · [LinkedIn](#)

01/ CRICKET8

GAMES, SPORTS MEDIA & PUBLISHING · UNITED KINGDOM



Content Strategy

Visual Design

Content Calendar

Paid campaigns

700K+

FACEBOOK FOLLOWERS

30K+

MONTHLY WEBSITE TRAFFIC

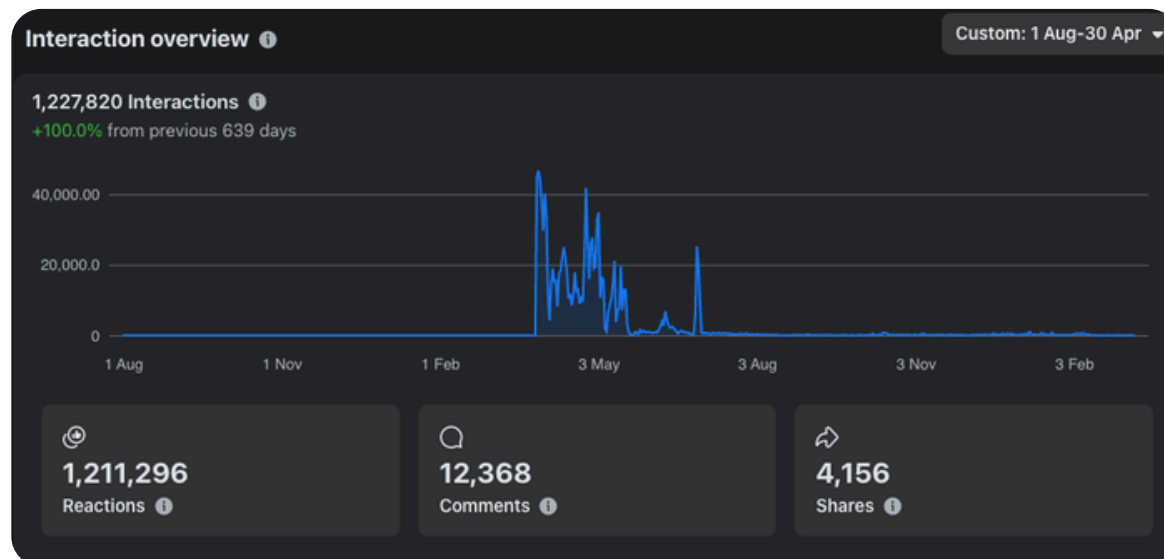
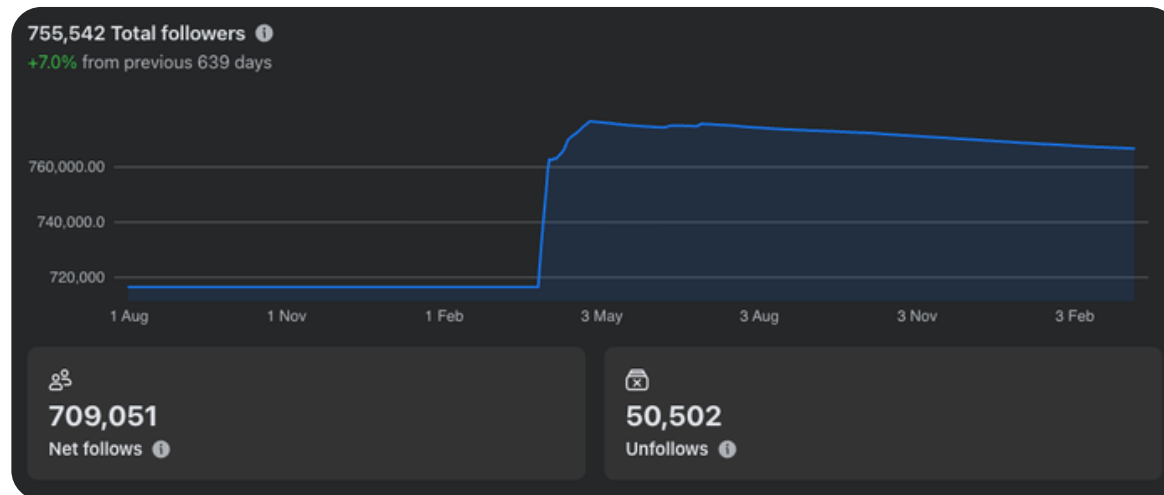
2 YRS

ENGAGEMENT TIME

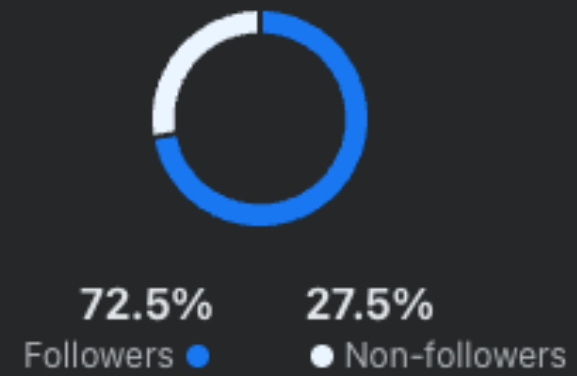
KEY ACHIEVEMENT

Grew the Facebook channel from near-zero to 700K+ followers by leading content strategy, creative direction, and a dedicated team of designers and writers — while simultaneously managing Meta campaigns and SEO content.

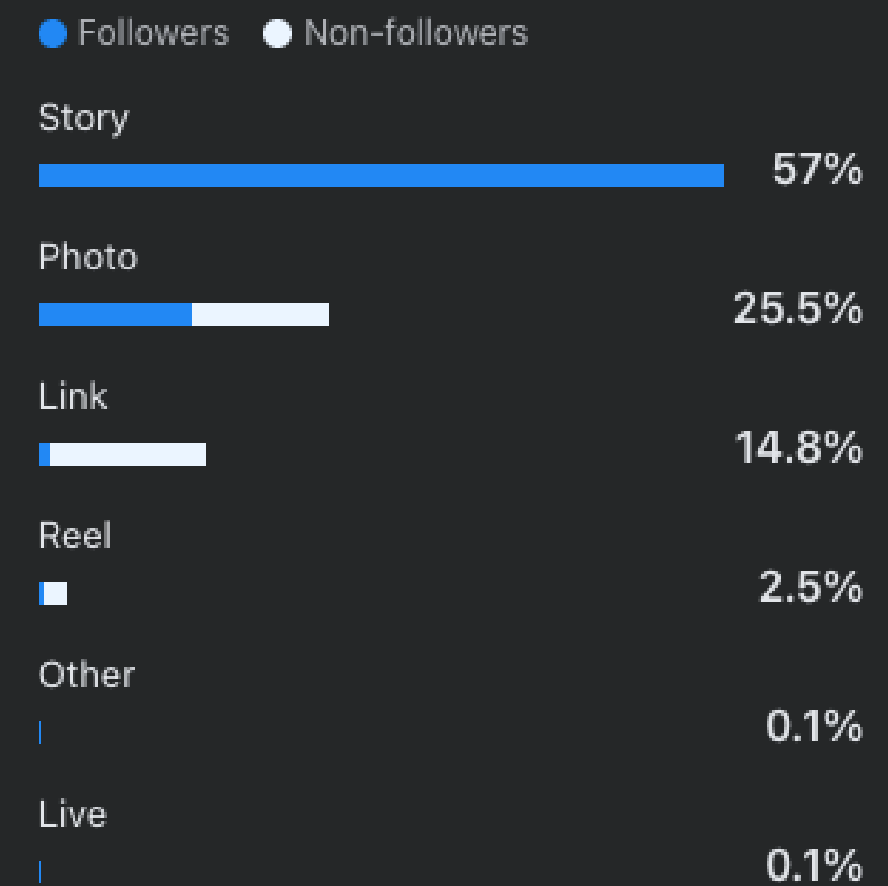
INSIGHTS



By followers vs non-followers ⓘ



By content type ⓘ



CONTENT STRATEGY

Content Name/ Keyword	Category	Special Instructions	Deadline	Sabit	In Pro...	Completed File Link	Word Count	Visuals	Visual Link	Assigned For Visual	Blogs Website URL
Top 20 Cricketing Moments in 2023			January 1	Sabit	Editing...	Top 20 Cricket Moments of 2023	3225	Compl...	Top 20 C...	Ariful Islam	https://cricket8.com/trending/top-20-cricketing-moments-of-2023/
The Best Test XI of 2023		Player names, stats, country, why they are chosen, which role	January 2	Sohelee	Editing...	The 'Test XI' of 2023!	1494	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/news/the-test-xi-of-2023/
The Best ODI XI of 2023		Player names, stats, country, why they are chosen, which role	January 2	Sabit	Editing...	The ODI XI of 2023	2251	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/news/the-odi-xi-of-2023/
The Best T-20i of 2023		Player names, stats, country, why they are chosen, which role	January 3	Sohelee	Editing...	The 'T20i XI' Of 2023!	1346	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/news/the-ultimate-t20-xi-of-2023/
Top 10 Expensive Players in IPL 2024		Player name, team, cost, background, previous teams, why he	January 3	Sabit	Editing...	Top Ten Expensive Players in IPL Auction 2024	2192	Compl...	https://drive.goo	Ajmaine Ibn Rahman	
Mohammed Shami: A Player Reborn in World Cup 2023		Shami's background, form, injury, his performances at the 2023	January 4	Sohelee	Editing...	Mohammed Shami: Player Reborn	1450	Compl...	Moham...	Ariful Islam	https://cricket8.com/news/mohammed-shami-the-wicket-gobbling-monster-bowler-reborn-in-2023-world-cup/
David Warner Retires: A Legend or a villain?		Warner's career, records, sandpapergate	January 4	Istiaq	Editing...	David Warner Retires: A Legend or a villain?	1300*	Compl...	David W...	Ariful Islam	https://cricket8.com/news/david-warner-retires-a-legend-or-a-villain/
India's Future and a New Looking Test Side			January 4	Istiaq	Editing...	India's Future and a New Looking Test Side	1500*	Compl...	Indias F...	Ariful Islam	https://cricket8.com/analysis/indias-future-and-a-new-looking-test-side/
India's T20 Squad for 2024 World T20			January 5	Sabit	Editing...	India Squad for the T20 World Cup 2024	2764	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/thrwbback/india-squad-for-the-t20-world-cup-2024/
Top Ten IPL Matches		match, venue, score, why is this considered a classic	January 6	Sohelee	Ready...	Top 10 IPL Matches	1631	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/thrwbback/top-10-best-matches-of-the-indian-premier-league-ipl/
Top Ten IPL Players		stats, teams they've played for, best performances, role	January 7	Sohelee	Ready...	10 Best Players of IPL	1601	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/thrwbback/top-10-best-players-of-the-indian-premier-league-ipl/
Top Ten IPL Batsmen		stats, teams they've played for, best performances, role	January 7	Istiaq	Ready...	Top Ten IPL Batsmen	1600*	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/thrwbback/top-ten-ipl-batsmen/
Team India 2024: T20 World Cup and Other Challenges		Team India all tournaments in 2024 preview, challenges and th	January 7	Istiaq	Ready...	Team India 2024: T20 World Cup and Other Challenges	1300*	Compl...	Team In...	Ariful Islam	https://cricket8.com/news/team-india-2024-t20-world-cup-and-other-challenges/
Suryakumar Yadav: A T20 Monster		Suryakumar Yadav short bio, stats, teams, ipls, domestic recor	January 8	Sabit	Ready...	Suryakumar Yadav	2662	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/ongoing-series/suryakumar-yadav-the-t20-monster/
Ravi Bishnoi: From U-19s to the Top of the World		Bishnoi bio, u-19 record, ipl records, team india debut, stats, re	January 8	Istiaq	Ready...	Ravi Bishnoi: From U-19s to the Top of the World	1650*	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/ongoing-series/ravi-bishnoi-from-u-19s-to-the-top-of-the-world/
How Indian Women Team Won Their First Test against Australia		The Match review, background, key performances, records		Sohelee	In Pro...						
Ashwin Next: The Elite List of 500 Test Wicket Takers		Names, records, stats, Lyon's record, Ashwin's road towards 500	January 9	Istiaq	Ready...	Ashwin Next: The Elite List of 500 Test Wicket Takers	1600*	Compl...	https://drive.goo	Ajmaine Ibn Rahman	https://cricket8.com/ongoing-series/ashwin-next-the-elite-list-of-500-test-wicket-takers/
India vs Afghanistan World Cup 2019		Match review, Afghan Fight, Shami heroics		Sohelee	In Pro...						https://cricket8.com/analysis/tzwan-jamal-resilient-as-cummins-shines-against-afghanistan/

META ADS INSIGHTS



Post: "Cricket8 Experts Opinion 🏏️🏏️🏏️"	4,398 ThruPlays	£0.001 Cost per ThruPlay	£14.00 Lifetime	£3.71	20,822
Post: "Our Cricket Expert's on Virat Kohli 🏏️ ..."	4,553 ThruPlays	£0.001 Cost per ThruPlay	£14.00 Lifetime	£4.57	16,103
Post: "India or Pakistan? Our experts opinion ..."	4,459 ThruPlays	£0.001 Cost per ThruPlay	£14.00 Lifetime	£4.33	41,695
Post: "Who will win? See what our experts are..."	8,164 ThruPlays	£0.001 Cost per ThruPlay	£14.00 Lifetime	£6.15	52,990
Post: "India will win today? 🏏️"	13,130 ThruPlays	£0.001 Cost per ThruPlay	£25.00 Lifetime	£12.75	91,367
Live Stream Show Traffic	1 Landing page view	£1.40 Per landing page view	£100.00 Lifetime	£1.40	8,528
OCT Website Traffic - LP View Interest	92,061 Landing page views	£0.01 Per landing page view	Using ad set bu...	£1,146.69	10,319,873
C8 - OCT Views Livestream Preview Campai...	120,839 ThruPlays	£0.001 Cost per ThruPlay	£10.00 Daily	£102.30	203,193
OCT Website Traffic - LP View Interest	193 Landing page views	£0.01 Per landing page view	£10.00 Daily	£2.58	11,803
C8 - SEP 17 IG Follower - Campaign	—	—	Using ad set bu...	£49.42	370,619

VISUAL DESIGN

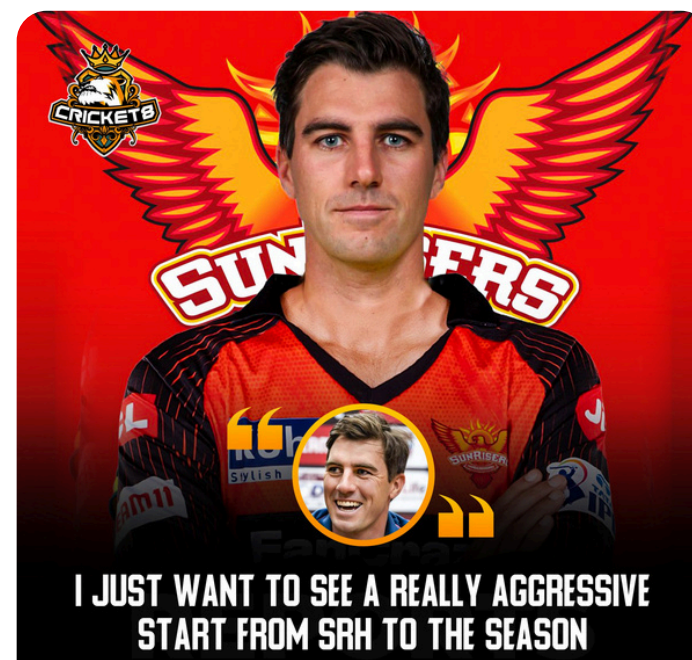
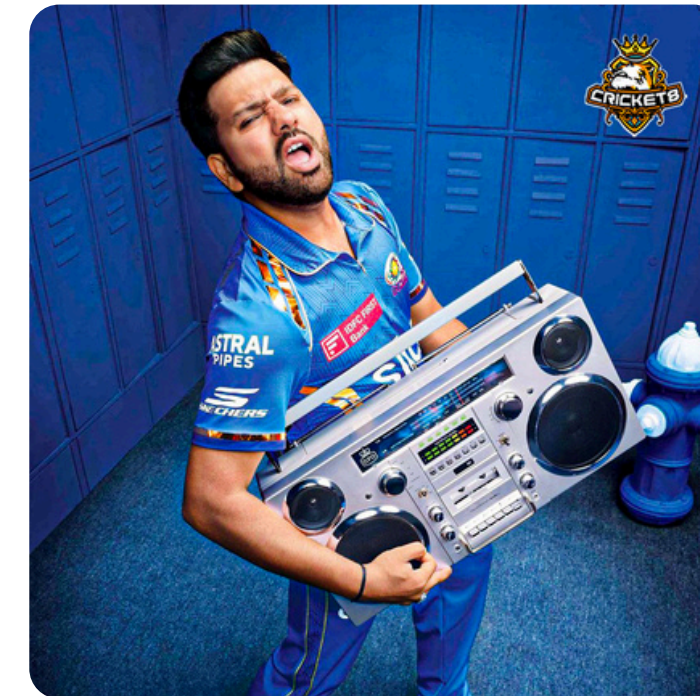
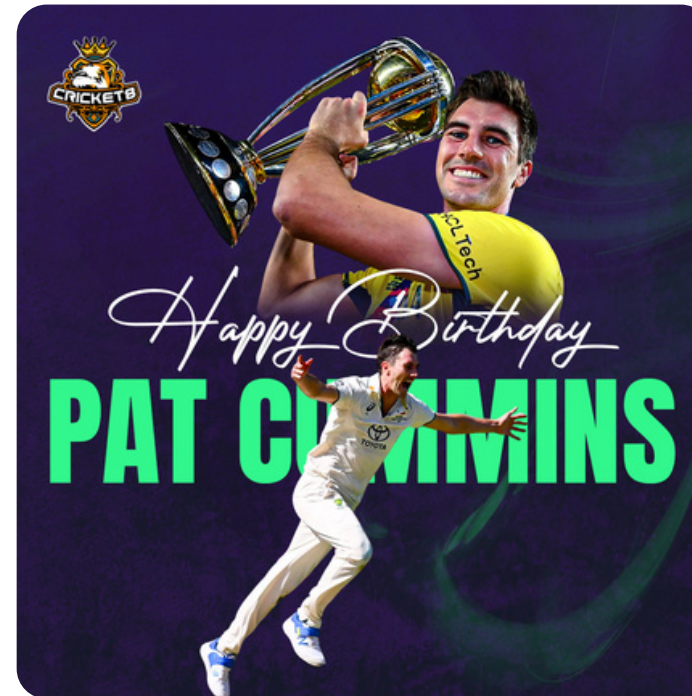
Adobe

Vista Social

Visual Direction

Meta Business Suit

As Creative Lead, my role was content strategy and visual direction — defining what to post, when to post it, and how it should look. The designs were produced by the team under my direction, built around Cricket8's fast-paced sports media format — covering match updates, player milestones, record highlights, and tournament coverage across Facebook and Instagram.



02/ LUMOS



SLEEP TECH & E-COMMERCE · USA

Meta Sales Campaign

Content Calendar

Copywriting

Visual Design

Analytics Setup

SEO Strategy

\$80K+

REVENUE VIA META

6-MO

ON-PAGE SEO STRATEGY

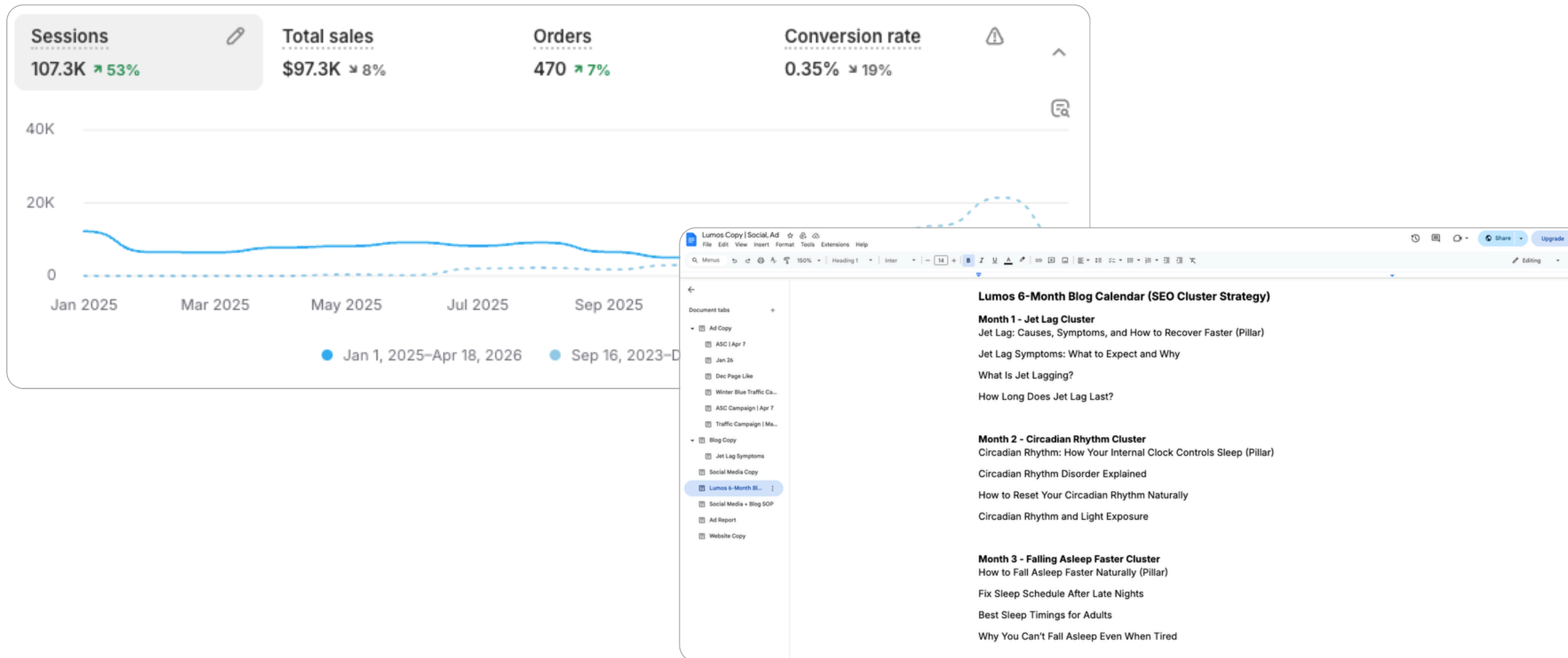
1.5 YRS

ENGAGEMENT TIME












KEY ACHIEVEMENT

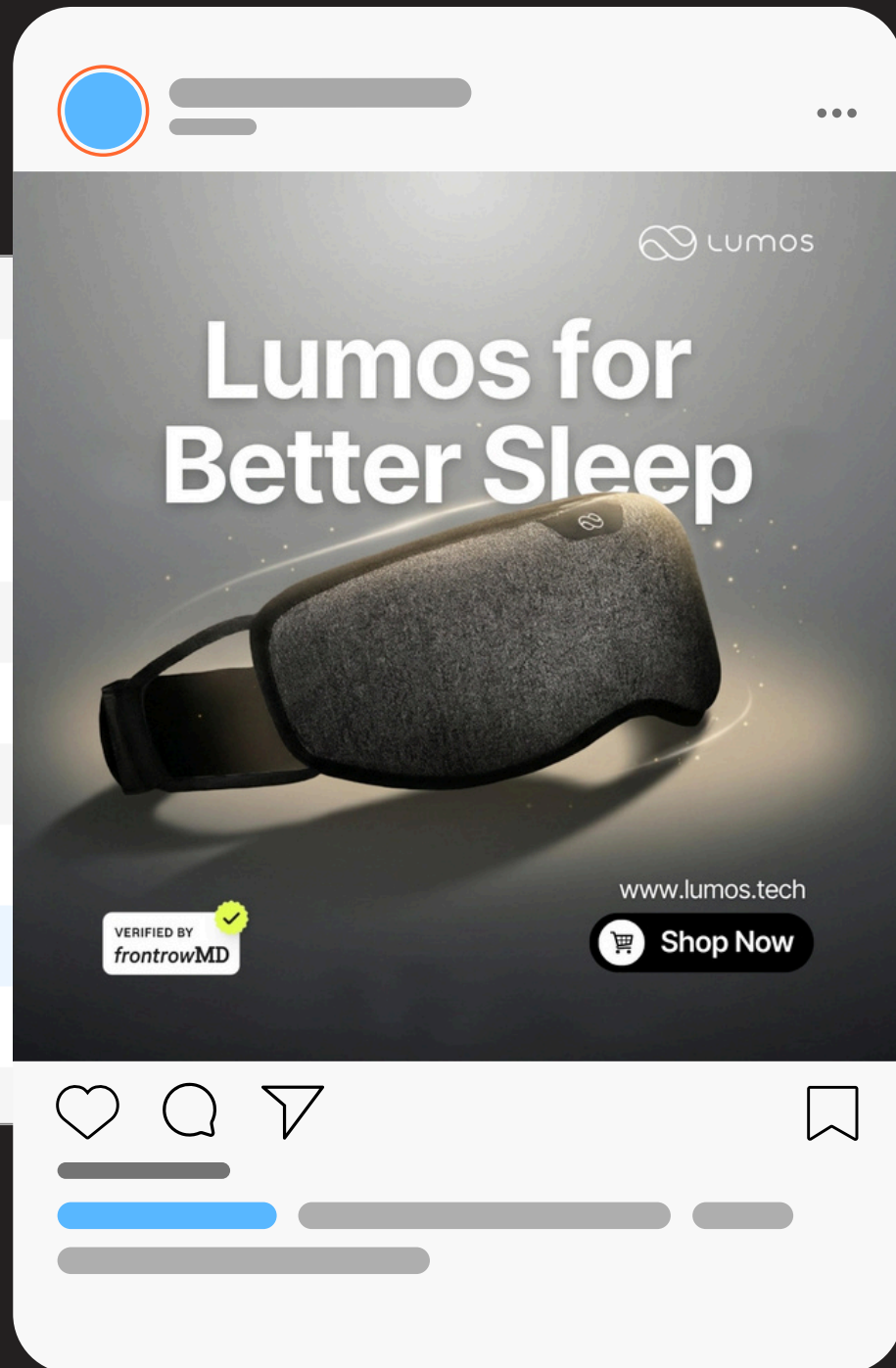
Generated \$80K+ in E-commerce sales revenue through monthly Meta campaigns — handling the full cycle from competitor research, copywriting to ad visuals, campaign launch, and performance reporting.

SHOPIFY INSIGHTS & CONTENT STRATEGY



PAID CAMPAIGN INSIGHTS

	Jet Lag video	— Per purchase	Using campaign...	\$41.35	301	225
	Jet Lag video	\$105.99 Per purchase	Using campaign...	\$211.98	2,817	2,454
	Advantage+ catalogue ad	\$183.95 Per purchase	Using campaign...	\$367.89	4,153	2,994
	Advantage+ catalogue ad	— Per purchase	Using campaign...	\$118.53	1,239	766
	Monday Blues	\$7.63 Per add to cart	Using campaign...	\$267.08	6,561	3,895
	Advantage+ catalogue ad	\$5.85 Per add to cart	Using campaign...	\$4,453.40	132,126	53,830
	ASC- Flexible	\$13.61 Per add to cart	Using campaign...	\$149.66	2,630	1,742
	Jet Lag + Frequent Traveller	\$3.02 Per add to cart	Using campaign...	\$1,714.76	46,045	30,641
	Monday Blues - NEW	\$0.43 landing page view	Using campaign...	\$42.48	4,691	4,264
	Morning Wakeup - NEW	\$0.43 landing page view	Using campaign...	\$760.81	57,779	35,500
	Advantage+ catalogue ad	\$0.80	Using campaign...	\$471.48	50,126	4,398



The image shows a simulated Instagram post for Lumos. At the top, there's a profile picture placeholder (a blue circle) and a name placeholder (a grey bar). The main content is a dark-themed advertisement for Lumos eye glasses. The text 'Lumos for Better Sleep' is prominently displayed in white. Below the text is a high-quality image of the Lumos eye glasses. In the bottom right corner, there's a 'Shop Now' button with a shopping cart icon and the website URL 'www.lumos.tech'. A 'VERIFIED BY frontrowMD' badge is visible in the bottom left of the ad area. At the bottom of the post, there are icons for heart, comment, share, and bookmark, followed by three horizontal bars representing engagement metrics.

Lumos

Did You Know?

Disrupting your circadian rhythm can increase your risk of

- Heart Disease
- Cognitive Decline
- Metabolic Disorders
- Even Certain Cancers
- Weakened Immune Function

Lumos

Better Sleep starts tonight with Lumos

www.lumos.tech

Add to cart

Lumos

Work With Your Rhythm Not Against It

VISUAL DESIGN

- Canva
- Adobe
- Vista Social
- Nano Banana
- Meta Business Suit

From science-backed educational posts to seasonal sales campaigns — every visual was researched, designed, and scheduled as part of a structured monthly content strategy for Lumos.

Lumos

The Science Behind your Sleep

How Light Therapy Works

Swipe to learn the science →

VERIFIED BY frontrowMD

Lumos

Lumos for Better Sleep

Backed by Stanford Research + NASA Support

Lumos

Lumos Smart Sleep Mask with Light Therapy

Like and Follow our page for Better Sleep, and Healthy Lifestyle

Lumos

Upto 70% ▼

Reduction in Night Shift Fatigue

Backed by Stanford Research + NASA Support

Lumos

Merry Christmas

Today is all about rest, joy, and being present with the people who matter most.

Lumos

Better Sleep starts tonight with Lumos

www.lumos.tech

Add to cart



03/ HAYA HEALTH

CLINIC · USA

Social Media Design

Canva

Developed a ready-to-use social media template system for Meta and Instagram — giving the Haya Health team a consistent, on-brand visual framework they could publish from independently.

Online Checkup

- Vaccination
- Lab Testing
- Health Treatment
- Physical Check-up

Contact Now

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www.hayahealthmn.com

Best Medical Service

Take care of your health and happiness with us.

Call Now

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hayaacovid19testing.com

Wear a mask

My mask protects you, your mask protects me.

Your Health is Our priority

- ✓ Emergency services
- ✓ Health screening
- ✓ Get a free consultation

Contact us :
+123-456-7890
www.hayahealthmn.com

Dental Care

Consult Now

Remove plaque and tartar
Achieve your best smile

www.hayahealthmn.com

“ Take care of the health of the environment and the health of your family! ”

www.hayahealthmn.com

The Best Medical Services

BOOK NOW

Call for appointment
123-456-7890

Online Medical

- 24 Hours Doctor
- Therapy
- Cardiology
- Pediatric
- Stomatology
- Neurology

Download Apps

How to get rid of a stuffy nose

- Turn off the air conditioner
- Inhaling warm steam
- Drink lots of water
- Take medicine
- Take a warm or hot shower

Call Now

04/ COMFORT PARK



CLOTHING BRAND · BANGLADESH

Meta Sales Campaign

Content Calendar

Copywriting

Visual Design

Analytics Setup

4,450%

ENGAGEMENT GROWTH

155K+

TOTAL ENGAGEMENTS

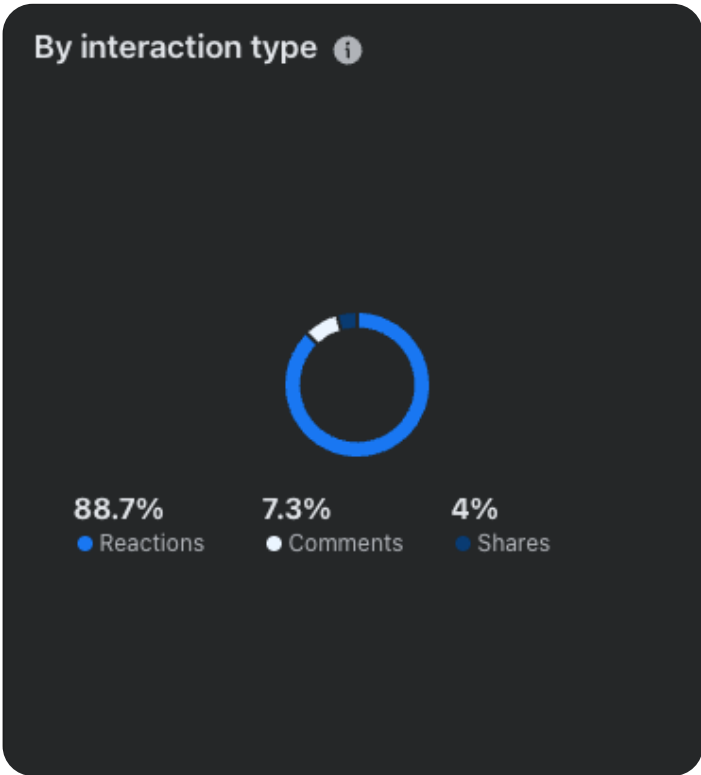
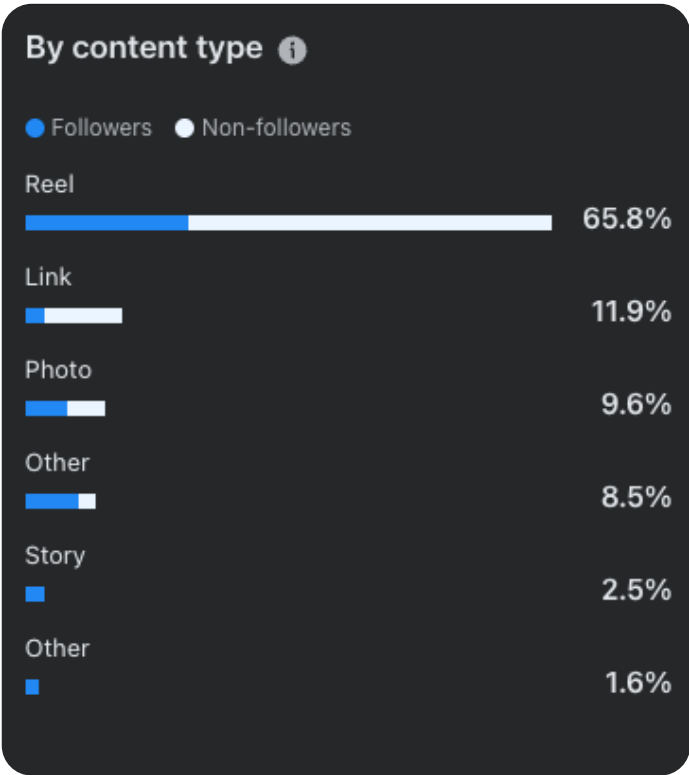
+698%

CONVERSION RATE GROWTH

KEY ACHIEVEMENT

Grew engagement from near-zero to 155K+ interactions in 4 months, driving 96K+ Shopify sessions and BDT 535K in sales through organic content strategy and consistent visual design.

SOCIAL MEDIA INSIGHTS



SHOPIFY INSIGHTS & PAID META CAMPAIGNS



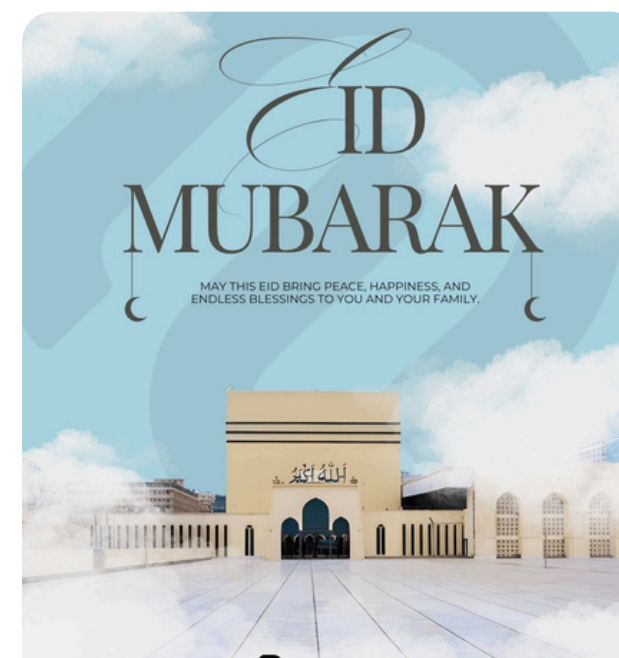
Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓
Sales Feb. 26 Long Sleeve	● Off	—	29 Website purchases	\$2.45 Per purchase	\$10.00 Daily	\$71.08	74,192	27,685
Traffic Long Sleeve Feb Collection Feb 24	● Off	—	13,980 Landing page views	\$0.004 Per landing page view	\$3.20 Daily	\$52.77	367,583	220,719
Sales Feb Long Sleeve	● Off	—	11 Website purchases	\$2.58 Per purchase	\$11.00 Daily	\$28.36	27,936	13,454
Double Pocket Overshirt Sales Feb 1	● Off	—	7 Website purchases	\$4.29 Per purchase	\$10.00 Daily	\$30.04	45,019	38,318
Double Pocket Engagement Feb 1	● Off	—	12,645 ThruPlays	\$0.001 Cost per ThruPlay	\$3.00 Daily	\$9.74	18,547	14,629
Traffic Long Sleeve Feb 1	● Off	—	23,130 Landing page views	\$0.002 Per landing page view	\$3.00 Daily	\$55.84	498,796	204,653
Long Sleeve Shirt Jan 31	● Off	—	54 Website purchases	\$3.41 Per purchase	\$10.00 Daily	\$184.12	212,205	66,611
Retargeting ASC Jan 21 Only Double Pocket	● Off	—	1 Website purchase	\$9.44 Per purchase	\$5.00 Daily	\$9.44	5,748	1,098
Traffic Shacket and Double Pocket Jan 20	● Off	—	11,286 Landing page views	\$0.005 Per landing page view	\$3.00 Daily	\$55.32	301,267	148,783
Traffic Shacket and Double Pocket	● Off	—	2,516 Link Clicks	\$0.003 Per link click	\$5.00 Daily	\$6.68	34,866	28,437
Shacket Jan 19	● Off	—	17 Website purchases	\$3.84 Per purchase	\$12.50 Daily	\$65.24	89,430	47,136



VISUAL DESIGN

- Canva
- Adobe
- Vista Social
- Video Editing
- Meta Business Suit

From Eid campaigns and cultural moments to flash sales and product highlights — every visual was planned, designed, and scheduled around the brand's audience and calendar. Video editing for Reels and Meta ads was handled alongside static design to maintain a varied, engagement-driven content mix.



05/ ROCKET WAVE

B2B SAAS · USA

Meta Sales Campaign

Content Calendar

Copywriting

Visual Design

Analytics Setup

\$170K+

REVENUE VIA PAID MARKETING

100+

CLIENTS ACQUIRED THROUGH
CONTENT STRATEGY

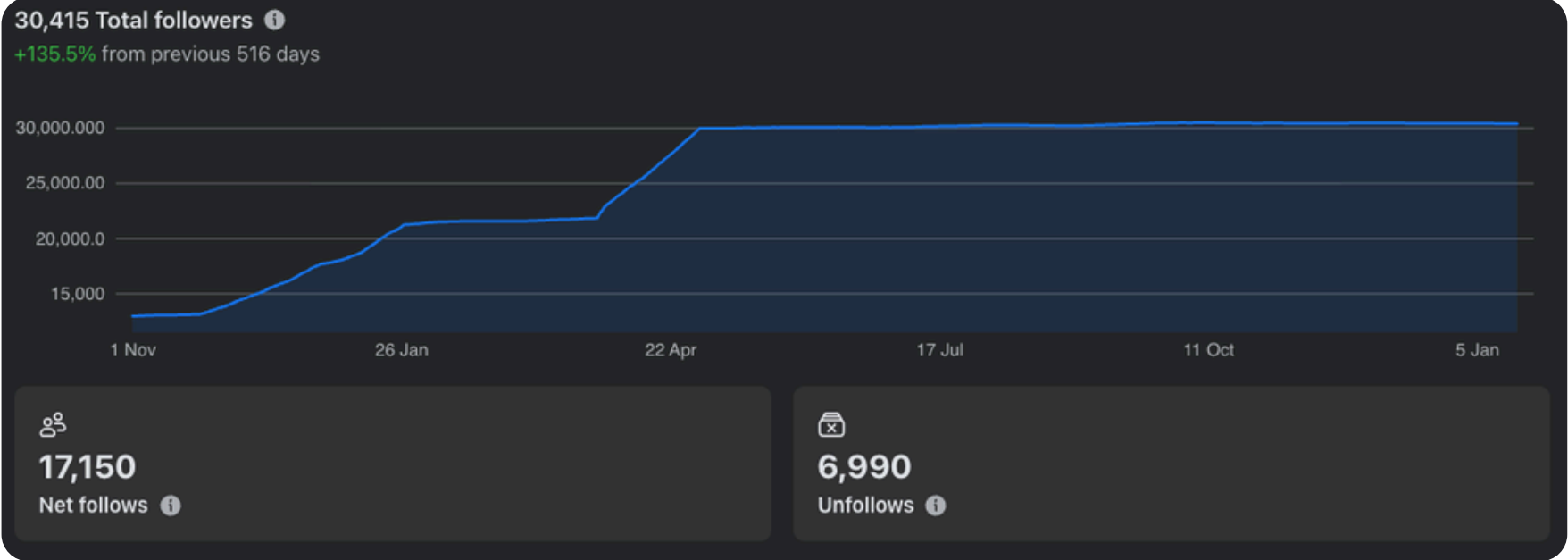
+264.1%

INTERACTIONS GROWTH ON META

KEY ACHIEVEMENT

Built and managed Rocket Wave's social media presence from the ground up — establishing brand voice, designing all visual content, and executing a consistent monthly content strategy across LinkedIn and Instagram.

SOCIAL MEDIA INSIGHTS



PAID META CAMPAIGNS




Rated 4.6/5


Launch Your US LLC

Work with global clients as a non-us resident

- Open business Paypal/Stripe Account
- US Business Bank Setup (Airwallex/Relay)
- Stress-free Compliance & Tax filing









Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓
UK Mar 31	Active	—	176 Messaging conversat...	\$0.65 Per messaging conve...	\$6.00 Daily	\$114.41	110,780	46,962
Message Campaign Mar 15	Active	—	407 Messaging conversat...	\$0.41 Per messaging conve...	\$6.90 Daily	\$167.63	190,261	70,879
US LLC Video Awareness campaign	Off	—	135,067 Reach	\$0.05 Per 1,000 people reac...	Using ad set bu...	\$6.70	163,235	135,067
FTRF Message Campaign Apr 1	Off	—	136 Messaging conversat...	\$1.03 Per messaging conve...	\$10.00 Daily	\$140.45	317,360	163,935
US Lead	Off	—	22 Leads (Form)	\$1.16 Per lead (form)	\$10.00 Daily	\$25.61	21,974	13,938
US - Complete Registration	Off	—	— Website completed re...	— Per complete registra...	\$12.00 Daily	\$21.74	618	497
FTRF Message Campaign Mar 1 US TEST	Off	—	— Messaging conversati...	— Per messaging conve...	\$9.00 Daily	\$0.00	—	—
FTRF Message Campaign Feb 21	Off	—	169 Messaging conversat...	\$0.56 Per messaging conve...	\$3.00 Daily	\$94.61	79,431	45,294
Feb 19 US Leads - EN	Off	—	— Lead (Form)	— Per lead (form)	\$5.00 Daily	\$0.00	—	—
Message Campaign Feb 17	Off	—	622 Messaging conversat...	\$0.37 Per messaging conve...	\$6.16 Daily	\$230.19	250,034	142,520
Feb 16 US Leads	Off	—	7 Messaging conversat...	\$1.86 Per messaging conve...	\$8.00 Daily	\$12.99	7,630	5,448

VISUAL DESIGN

Canva

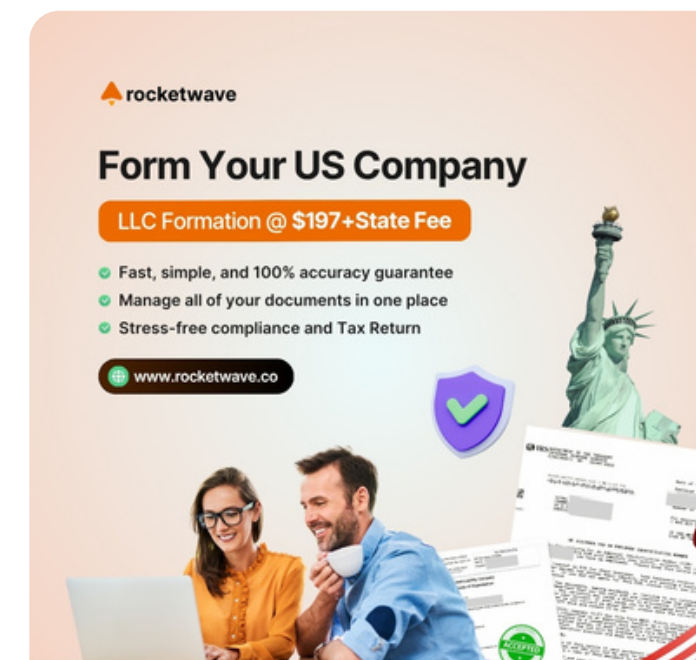
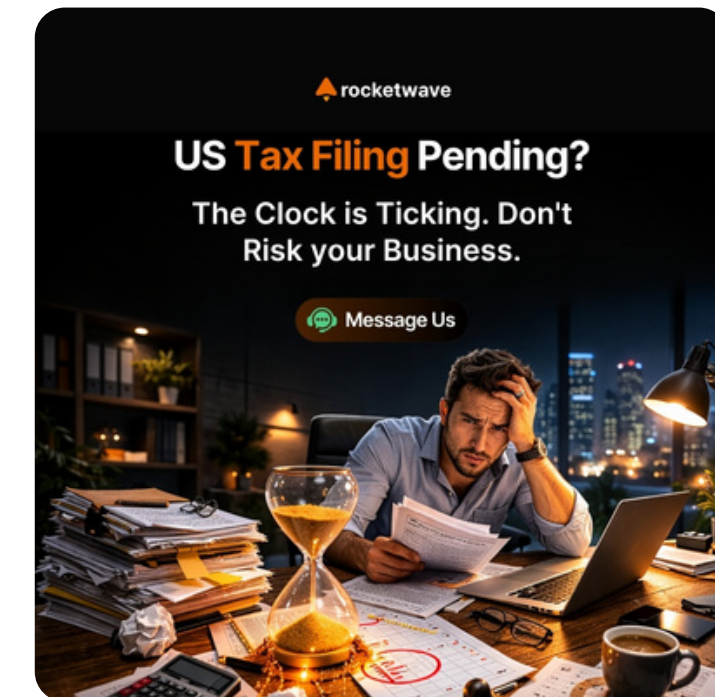
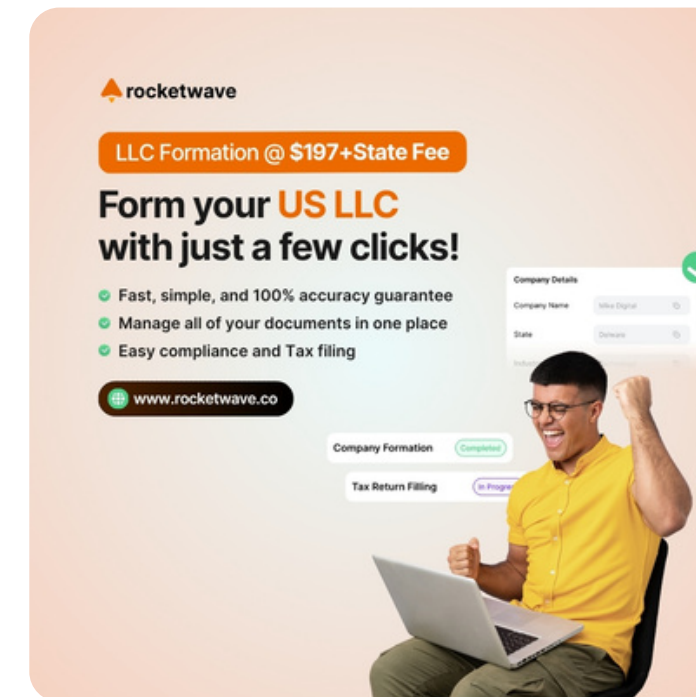
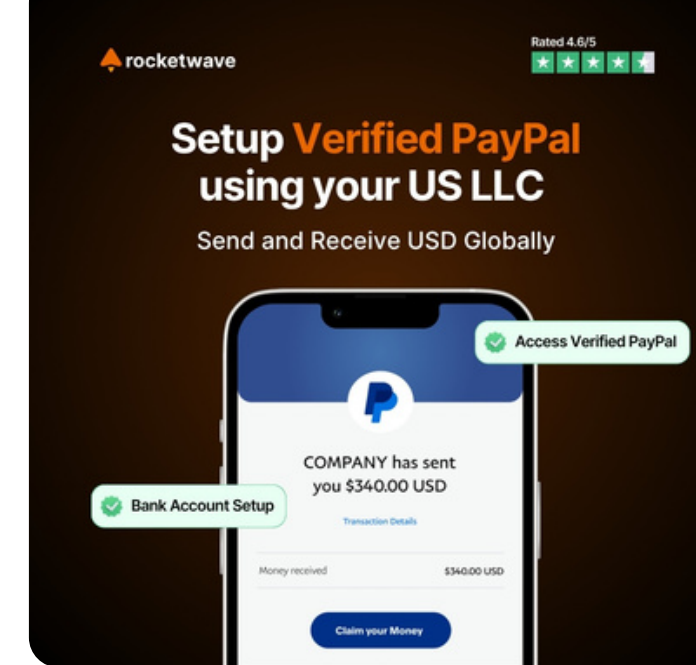
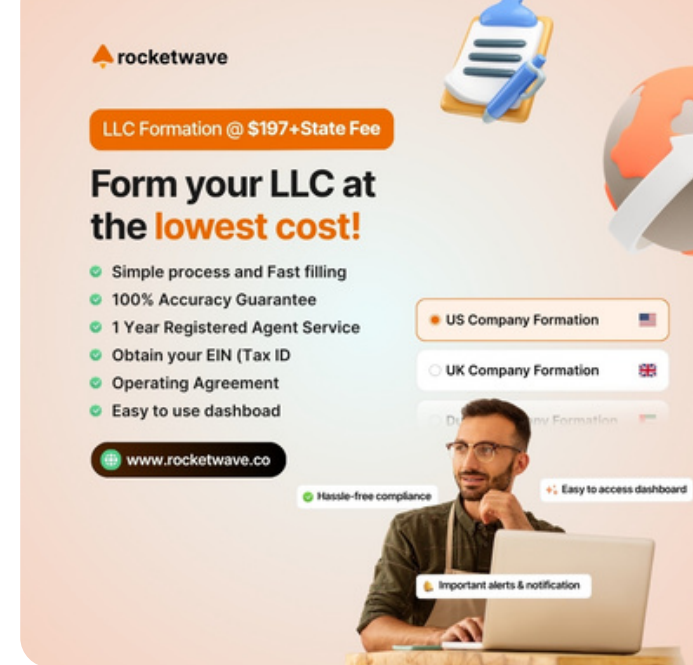
Adobe

Vista Social

Nano Banana

Meta Business Suit

Designed the complete social media visual system for Rocket Wave from the ground up — covering product education, compliance urgency, and conversion-focused promotional posts. Content was built around a US entrepreneur audience, blending AI-generated visuals with structured layouts to communicate complex business services clearly and confidently.



06/ FREELANCE DESIGN WORK

Canva

Adobe

Vista Social

Video Editing

Meta Business Suit

50+

FREELANCE PROJECTS

15+

DIFFERENT INDUSTRIES

25+

COUNTRIES

KEY ACHIEVEMENT

Each project was a unique brief — different industry, different audience, different goal. The common thread was delivering scroll-stopping visuals that felt native to the platform and true to the brand, every time.

VISUAL DESIGN

A selection of social media visuals designed for one-time client projects across multiple industries and markets.

Hyper-Reach

Fast, Reliable & Life-Saving

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- Geo-Targeted Messaging
- Automated & Custom Alerts

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hrmtravelsandtours@gmail.com
www.hrmtravelsandtours.com

Hyper Comps

Organize Records in Logical Groups

- Group records in logical sets on the basis of selected column
- Spot important patterns and information about items
- Configured in View by Power Users

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