

RANA TAHIR BILAL

YouTube Strategist | Head of Content | Built 311K Subs & \$300K Revenue Solo

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SUMMARY

I built NeatRoots solo from zero to 311K+ YouTube subscribers and \$300K+ in revenue across 8 countries — no paid ads, no outside funding. Co-founded Cyber Guard with a Certified Ethical Hacker, growing it to 71K+ subscribers (one video crossing 1M views and generating 24,700 new subscribers from a single upload). Currently consulting an Amazon SDE 2 on his pre-launch YouTube channel, proving the playbook works for elite engineers, not just my own niche. Combine 5+ years of YouTube growth and monetization expertise with 8+ years of Android engineering background. Now operating NeatRoots at 4 hours per week through automated systems and trained teams, freeing capacity for a full-time US role. Open to remote opportunities in YouTube Strategy, Head of Content, Channel Operations, or Developer Education.

RECOGNITION & ENDORSEMENTS

LinkedIn-verified recommendations from **Anil Yadav** (Co-Founder & CEH at Cyber Guard, 24+ cybersecurity certifications) explicitly endorsing me as a YouTube Strategist or Head of Content, and **Anshaj Sharma** (Software Development Engineer 2 at Amazon) endorsing technical depth and Android engineering reliability. Both verifiable at [linkedin.com/in/ranatahirbilal](https://www.linkedin.com/in/ranatahirbilal).

SKILLS

YouTube & Content: YouTube Strategy, Channel Growth, Audience-to-Revenue Monetization, Content System Design, Thumbnail & Title Optimization, Hook & Retention Engineering, Scripted On-Camera Hosting, Competitor Research, A/B Testing, YouTube Analytics

Operations & Team: Sales Funnel Design, Brian Tracy Psychology of Selling, Hiring & Training (20+ team members), Team Management, SOP Documentation, Pricing Strategy, International Market Expansion (8 countries), Course & Mentorship Program Design

Technical Background: Android Development (Kotlin, Java, Jetpack Compose, Flutter, Firebase), MVVM Architecture, REST APIs, CI/CD with GitHub Actions, 8+ years building production mobile applications — gives me unique credibility with developer-focused content

Tools: YouTube Studio, YouTube Analytics, Google Analytics, Adobe Premiere, DaVinci Resolve, TubeBuddy, VidIQ, Canva, Figma, Notion, Airtable, Slack, Zoom, Loom, Discord, Udemy, Teachable

EXPERIENCE

Founder & Content Strategist

NeatRoots | Remote | 10/2022 - Present

- Founded and built NeatRoots from zero to **311K+ YouTube subscribers and \$300K+ in revenue** across 8 countries (UK, Russia, Europe, India, Middle East, USA, South America), with no paid ads or outside funding.
- **#1 Android App Development mentorship in South Asia** (verified by YouTube subscriber count vs. competing channels in India, Pakistan, Bangladesh, and Sri Lanka), and among the largest independent Android tutorial channels in the world.
- Hosted and produced **400+ educational videos** as on-camera creator. Top video crossed 1.8M views; 12M+ total channel views across 5 years.
- Designed a **3-layer revenue funnel** converting subscribers into 3,500+ paying customers: low-ticket source codes (1,000+ sold), mid-ticket mentorship program (2,500+ students), and high-ticket app development services.
- Built and trained an in-house sales team using Brian Tracy's Psychology of Selling methodology, with documented FAQ-driven scripts converting across 8 international markets.
- Hired, trained, and managed **20+ team members** over 5 years (creators, editors, sales, operations manager).
- Delivered a **\$10K MVP for a US-based startup founder under NDA**, demonstrating cross-border execution to US business expectations.
- Automated business operations to run on **4 hours per week** through documented systems and a trained operations manager — freeing capacity for full-time US opportunities.

Co-Founder & Channel Strategist

Cyber Guard | Remote | 10/2022 - Present

- Co-founded Cyber Guard cybersecurity YouTube channel with **Anil Yadav** (Certified Ethical Hacker, 24+ certifications including CEH and CPENT). Grew channel from zero to **71K+ subscribers** across 238 videos.
- **Single-video breakthrough:** One upload generated **1M+ views, 49,600 watch hours, and 24,700 new subscribers** — a 3.5x channel growth event from one strategic video, validating the system in a new niche.
- Designed full monetization stack including AdSense optimization, course upsells, and affiliate revenue. Drove **1,500+ paid Udemy course enrollments**.
- **Proved playbook repeatability:** Same systematic approach (research → packaging → retention → monetization) that worked in Android Dev also delivered in cybersecurity. Not a one-off — a reproducible system.

YouTube Strategy Consultant (By Invitation)

Coding Panda | Remote | 2024 - Present

- Selected by **Anshaj Sharma (Software Development Engineer 2 at Amazon)** as the YouTube strategist for his pre-launch developer education channel — proving the system works for elite engineers from Big Tech, not just my own niche.
- Built the full pre-launch playbook from day zero: positioning research, content calendar, packaging system, on-camera coaching for the founder, and SOP documentation for editors.
- Documented system designed to run independently — when channel launches, it ships with 12 weeks of content, trained on-camera presence, and a team that can scale without my involvement.

Mobile Application Developer

Appsian | Remote | 10/2020 - 10/2022

- Designed, developed, and deployed Android applications for international clients while building the technical content expertise that later launched NeatRoots.
- Built robust applications using Kotlin, Java, and Flutter — gaining the deep technical credibility that became the foundation for NeatRoots' developer-focused content positioning.
- Collaborated with cross-functional teams (backend, design, QA) to ship intuitive user experiences. Provided post-launch support and analytics-based enhancements.

Android Developer

District Hut | Remote | 02/2017 - 08/2020

- Developed and maintained Android applications including Jeeto Paisa (top downloads in launch week). Managed end-to-end development cycle through Play Store deployment with 99% crash-free sessions.
- Built the requirements-gathering and client communication skills later applied to running NeatRoots as both a content business and a service operation.

EDUCATION

Bachelor of Science (BS) in Computer Science

Superior College | 08/2015 - 10/2019

PORTFOLIO & LINKS

Portfolio: ranatahirbital.com (full case studies, methodology, endorsements, 90-day plan) | **NeatRoots:** youtube.com/@neatroots (311K) | **Cyber Guard:** youtube.com/@nrcyberguard (71K)