



Arunima Dey

DIGITAL MARKETING SPECIALIST

Marketing professional with over ten years of work experience with expertise in online marketing, SEO, advertising, digital out-of-home advertising and branding. I am a dedicated Digital Marketer with a passion for writing, a keen eye for filmmaking, and expertise in visualization and content.

Meeting deadlines is a priority for me, and I ensure that others working with me do the same. I am sincere, so I will let you know if there is something I cannot do or achieve. I do not appreciate wasting time or energy, whether mine or others. I have multiple years of remote work experience.

Contact

Phone

647-936-0891

Email

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Website

www.arunimadey.com

Education

2009

Bachelor of Arts: English Literature
St. Xavier's College - Kolkata, India

2011

Master's Degree: in Media & Communication
Symbiosis Institute of Media & Communication - Pune, India

Certifications

Stanford Innovation and Entrepreneurship Certificate
Stanford University

Business Administration & Marketing Certificate
University of California, Irvine

Google Data Analytics Certificate

Meta Certification

Experience

➤ **12/22 - ongoing | Development Counsellors International | Toronto, Canada**

Manager, SEM & Media

- Create media plans and strategize.
- Create online ad campaigns on various platforms: Google, LinkedIn, TikTok, Meta (Facebook & Instagram) and programmatic.
- Create and execute Digital out-of-home campaigns.
- Execute online media buying campaigns.
- Manage and optimize all online campaigns.
- Clients have seen an average of 20% improvement in their campaigns.
- Manage a team of advertisers, content marketers and designers.
- SEO keyword research and execution.
- Industries we work with: Tourism, Economic Development and Talent Attraction.

➤ **02/12 - ongoing**

Digital Marketing Consultant

- Consult with small & mid-sized businesses to create online marketing strategies.
- Create online marketing plans, including online advertising, SEO, social media, and content marketing.
- Build, manage, and scale online ad campaigns on Facebook, LinkedIn, and Google.

Hubspot Certification

SEMRush Certification

Marketing Analytics

University of Virginia

Strengths

- Paid Media/Digital Ads
- Digital Strategy
- Digital Out-of-Home Ads
- Social Media Content
- Team player
- Team leader
- Problem solver & troubleshooter
- Sense of humor

- Strategize and manage lead acquisition through online marketing and advertising.
- Work with & supervise a team of 10+ designers, writers, developers, and marketers.
- Analyze ad performance, monitor and optimize campaign performance.
- Create websites, SEO, social media, content, and more.
- Selected works:
- dbs Software & Services, Florida - <https://www.dbsgroup.net/>
- EkStep Foundation, India - <https://ekstep.org/>
- Baéloon, California - <https://baeloon.com/>
- Titan Law Corporation, Vancouver - <https://www.titanlaw.ca/>

➤ 02/18 - 09/20 - Incredible Marketing I Irvine, California

Digital Ads Specialist

- Digital Agency.
- Built, managed, and scaled online ad campaigns
- Strategised and managed lead acquisition strategy.
- Collaborated with designers, videographers, and others to produce ad creatives.
- Ran a/b split tests to optimize campaign performance
- Analyzed ad performance, monitored and optimized campaign performance.
- Was part of the Search Engine Optimisation team.

➤ 03/15 - 11/16 - Service Tracking Systems I San Francisco, California

Digital Marketing Specialist

- IT consulting firm for commercial parking system
- Created strategies and executed all online marketing plans.
- Managed social media marketing, online advertising, online press releases, and pay-per-click.
- ads, search engine optimization, media buying, and everything required on any online platform.
- Managed teams of content writers, designers, and video editors for online content.
- Improved lead generation by 37%.