

Arunima Dey

Work Portfolio

Selected Works

I am a digital marketer with over 10 years of experience in social media marketing, paid advertising, SEO and other aspects of online marketing. I have been self-employed for many years and have worked remotely with many North American companies. I work with a collective of freelancers; designers, developers, content writers, market researchers and more. I strategise and coordinate all the campaigns.

I am very honest about my work and set the right expectations. I do not like wasting anyone's time, be it mine or others'. Please find below some selected works of mine. If you wish to talk further feel free to email me at hello@arunimadey.com.

DbS Software & Services

- A document management systems company based in Florida, USA.
- Timeline: January 2021 - Present.
- I head their digital marketing campaigns which includes social media marketing, SEO, social media advertising, Google advertising and backlinking. I also coordinate any online events or PR scopes.
- I work with a team of developers, designers, content writers to meet their marketing goals.
- Average web traffic 275.79% since updating the website.
- Average CPC for Google ads have decreased from \$2 to \$0.52.
- Website: <https://www.dbsgroup.net/>
- LinkedIn: <https://www.linkedin.com/company/dbssoftwareandservices/about/>
- Vimeo: <https://vimeo.com/user138465100>

dbS Software and Services
457 followers
3mo · 🌐

What to know the best way to search for and find your documents in Docbase? Here are some tips and tricks from our director of IT **Melvin Omar Morales** ...see more



Searching for documents in Docbase
dbsgroup.net · 2 min read

dbS Software and Services
457 followers
2w · 🌐

dbS **LiveForms** enables businesses to model and automate workflows. But why are workflows important? In this article, **CIOReview** provides some insight into this highly relevant business question. ...see more



Why is Workflow Important for Businesses
cioreview.com · 2 min read

dbS Software and Services
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As the world slowly opens up and tries to go back to business as usual, many employees are choosing to work from home 100% of the time. Are you one of them? Or, do you prefer the office environment? Or, a mix ...see more

Where are you working from now?
You can see how people vote. [Learn more](#)

Working from home	50%
Working from office	14%
Hybrid (WFH+Office)	32%
Undecided	5%

22 votes · Poll closed

Social Media Campaigns

dbS Software and Services
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From our family to yours - Have a very happy Thanksgiving!

~ The dbS family ...see more



dbS Software & Services

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17h · 🌐

The events of the last couple of years have accelerated the adoption of electronic signatures across all industries. But with all the options available, how do you know which is best for your organization? In this week! ...see more



E-signatures in 2022: An essential part of document management
dbsgroup.net · 6 min read

dbS Software and Services
457 followers
1mo · 🌐

It's the last weekend of January and we're off to the races in 2022! Don't let your paper files and manual processes hold you back! Now is the time to switch to a smart document management system and take your bu ...see more



Harry, from Operations has 15 new forms

Tessi Docbase

Document Management System | Get Started With Docubase |
Enterprise Document Management +9 more
www.dbsgroup.net
Connect customers, workers, applications, information systems
together like never before! Improve Operational Efficiency with a Secur...
[View assets details](#)

Google Ad Campaigns

Clicks ▾

1.28K

Impressions ▾

46.3K

Avg. CPC ▾

\$0.52

Cost ▾

\$670

Enterprise document management | Enterprise content management |
Document management system +6 more

www.dbsgroup.net

Capture, store and manage documents with the industry's leading
solution. Your entire document history at your fingertips. +2 more

[View assets details](#)

EK Step Foundation : Google Ad Campaign

- E-learning providers in Bangalore, India.
- Timeline: March – September 2022.
- A short term project where I strategized, created and managed Google ad campaigns.
- Website: <https://ekstep.org/>
- Results:
 - Website traffic increased 3 times
 - avg. CPC went from \$0.60 to \$0.15.

Note: Original currency is in INR, converted to USD for presentation.

The ads



Digital Building Blocks | Promote decentralization | Reuse and cross-leverage +1 more

platforms.substack.com

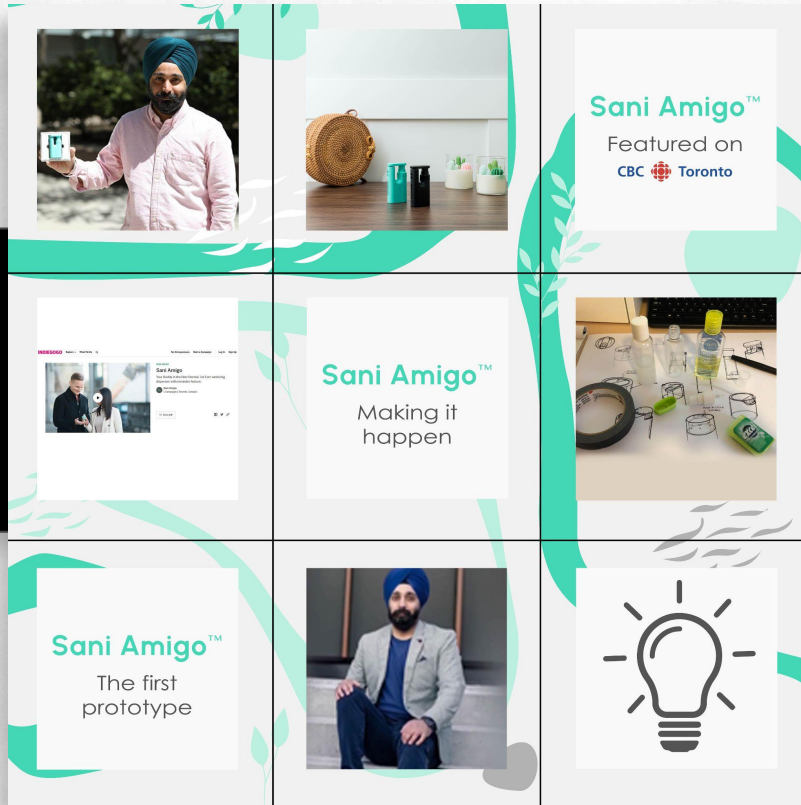
Digital Building Blocks enable shared ownership of 'solutioning' infrastructure. Participants benefit through reuse and cross-leverage.

[View assets details](#)

Sani Amigo

- A tech based company in Toronto, Canada.
- Timeline: June - November 2021.
- A short term project where I created social media campaigns for their crowdfunding project. I was also instrumental in creating social media advertising campaigns.
- Website:
<https://www.indiegogo.com/projects/sani-amigo--2#/>
- LinkedIn:
<https://www.linkedin.com/company/dbssoftwareandservices/about/>
- Instagram:
https://www.instagram.com/saniamigo_official/?hl=en

Social Media Campaigns



Titan Law : Google Ad Campaign

- An immigration law firm based out of Vancouver, Canada.
- Timeline: July 2020 – November 2020.
- A short term project where I strategised, created and managed Google ad campaigns.
- Website: <https://www.titanlaw.ca/>
- Results:
 - There was a 95% rise in web traffic due to the ads.
 - The bounce rate is at 68%.
 - 32 forms of enquiry had been filled up, having doubled since July 2020.
 - 25% of the forms that were filled have led to conversion.

The ads

Want to move to Canada? | What is stopping you? | Our lawyers can help.

Ad titanlaw.ca

The paperwork can feel daunting. Then there are the multiple steps to work through. With our years...

Google

canada



Planning to move to Canada? | Want family to move with you? | We can help

Ad titanlaw.ca

Our team has years of experience in study, work or visitation visas. We can help in streamlining the...

Google

canada



Canada is calling | Answer now | We can help

Ad titanlaw.ca

Have questions about work, study or tourist visa to Canada? We have all the answers. Let us help you...

Google

canada



Want to move to Canada? | Want to know how? | Fill the form on our website

Ad titanlaw.ca

Do you know if you are eligible for Express Entry in Canada? Our team can help you with every step of...

Incredible Marketing: Feb 2018 – Sept 2020

Incredible Marketing is a marketing agency, based in southern California, catering mainly to the medical industry. I have worked with them in-person for a year and then remotely from India for the remaining years. I started off as a social media assistant, and was promoted in January 2019, as their lead social media ads specialist.

Job Role:

- Instrumental in setting up many of the processes in their online ads department.
- Created strategies for clients and also created simple processes that everyone on the team could follow.
- Introduced multiple web applications which helped automate many of the steps that improved our ROI and gave the team more time to concentrate on the creatives and ads.
- Zapier was one such web application that was used for automating leads captured through our ads.
- Handled the backend work, including talking to Support and dealing with any technical issues with the applications.

Due to the ad strategies I implemented, most of the company's established clients saw an average of 30% - 35% growth in lead generation.

The company also had a partner program with various medical devices, where-in, on purchase of the device, the new owners were offered 3 months of trial marketing campaigns, which included websites, social media ads, and email marketing.

I was in charge of lead generation and conversion through online ads. During my tenure with the company, average of 18% of all trial clients converted to full time status only on the merit and success of their ad campaigns.

In the time I was with the agency, I have worked on hundreds of clients and a few hundred ad campaigns, sometimes simultaneously. Though the quantity of work was tremendous at times, I tried never to compromise with the quality of work.

In the following slides, I have included ads from a few selected clients.

 **Dr. Sheena Kong**
Sponsored · 🌐

Why take a chance on the summer body? Exercise and healthy eating can't target problem areas like my newest service can. It's clinically proven and FDA-cleared to give a tight and toned body. As an exciting introductory offer, I'm giving \$1000 OFF if booked now! Call 415-802-2684 or fill out the form on our website to redeem this offer now.



\$1000 OFF
Slim Down + Shape Up
Without Lifting a Finger

EMSCULPTSHEENAKONG.COM
Get \$1000 OFF!
San Francisco, CA

[Sign Up](#)

Dr. Sheena Kong

- Instagram ads
- Timeline: 3 months
- Goal: Generate leads through form fill up
- Results: 300+ forms filled up

Adult and Pediatric Dermatology

- Instagram and Facebook ads
- Timeline: 3 months
- Goal: To educate the audience of their new device and to get them to sign up
- Result: More than 40% of the audience, who saw the ads signed up

**Adult and Pediatric Dermatology of Forest Hills**
Sponsored · 🌐

Who's got time for thousands of crunches? With EMSculpt, everyone does — one 30-minute session flexes your abs up to 20,000 times. Fill in the form on our website or call 718-831-6892 to schedule a FREE consultation!



EMSCULPTADULTANDPEDIATRICDERMATOLOGY.COM
SAVE \$1000 ON 4 SESSIONS! [Learn More](#)

Forest Hills, NY

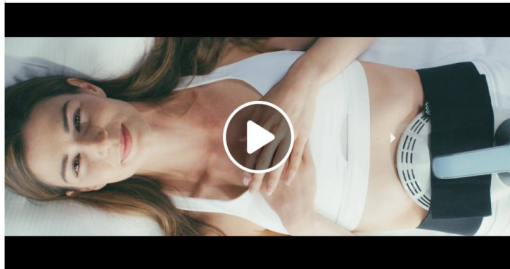
 Like  Comment  Share



Adult and Pediatric Dermatology of Forest Hills

Sponsored · 🌐

Who's got time for thousands of squats? With EMSculpt, everyone does — one 30-minute session flexes your glutes up to 20,000 times. Fill in the form on our website or call 718-831-6892 to schedule a FREE consultation!



EMSCULPTADULTANDPEDIATRICDERMATOLOGY.COM

SAVE \$1000 ON 4 SESSIONS!

Forest Hills, NY

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8 Views



Like



Comment



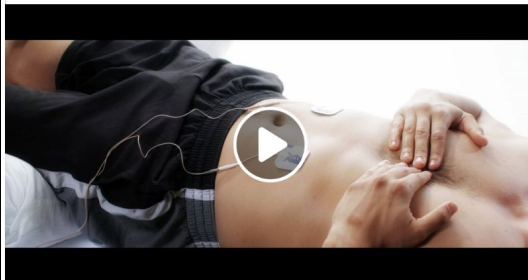
Share



Adult and Pediatric Dermatology of Forest Hills

Sponsored · 🌐

Is last summer's six-pack still in winter hibernation? It's time to define those abs the easy way. EMSculpt builds a stronger core with speed and precision, no gym necessary. Fill in the form on our website or call 718-831-6892 to schedule a FREE consultation!



EMSCULPTADULTANDPEDIATRICDERMATOLOGY.COM

SAVE \$1000 ON 4 SESSIONS!

Forest Hills, NY

[Learn More](#)

4 Views



Like



Comment



Share



Adult and Pediatric Dermatology of Forest Hills

Sponsored · 🌐

Stuck in a rut at the gym? We've got an escape plan. EMSculpt uses all-new technology to strengthen the abs and glutes. Fill in the form on our website or call 718-831-6892 to schedule a FREE consultation and save \$1000 on four sessions!



EMSCULPTADULTANDPEDIATRICDERMATOLOGY.COM

SAVE \$1000 ON 4 SESSIONS!

Forest Hills, NY

[Learn More](#)



Like



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Share



Adult and Pediatric Dermatology of Forest Hills

Sponsored · 🌐

Who's got time for thousands of squats? With EMSculpt, everyone does — one 30-minute session flexes your glutes up to 20,000 times. Fill in the form on our website or call 718-831-6892 to schedule a FREE consultation!



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SAVE \$1000 ON 4 SESSIONS!

Forest Hills, NY

[Learn More](#)

👍 Like

💬 Comment

➦ Share



Adult and Pediatric Dermatology of Forest Hills

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SAVE \$1000 ON 4 SESSIONS!

Forest Hills, NY

[Learn More](#)

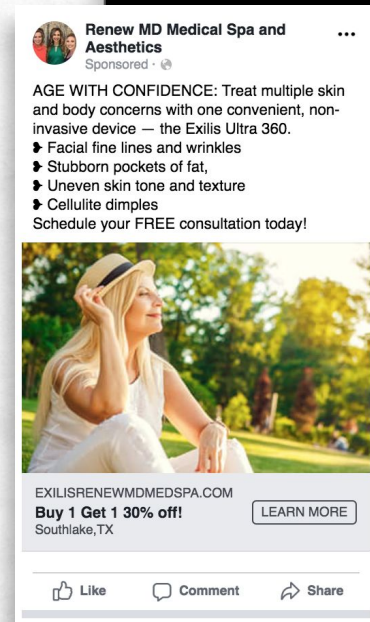
👍 Like

💬 Comment

➦ Share

Renew MD Spa and Aesthetics

- Facebook & Instagram ads with a special campaign for only Facebook, since majority of the targeted audience were much older
- Timeline: 3 months
- Goal: Educate the audience about the new device and to generate lead
- Since the client was more keen on increasing traffic on their new website, that is what we focused on for the first month. For the next two months, focus was on lead generation
- More than 70% of the web traffic came from the social media ads





Renew MD Medical Spa and Aesthetics

Sponsored · 🌐

AGE WITH CONFIDENCE: Treat multiple skin and body concerns with one convenient, non-invasive device — the Exilis Ultra 360.

- * Facial fine lines and wrinkles
- * Uneven skin tone and texture
- * Cellulite dimples

Fill in the form on our website or call 817-618-4485 to schedule FREE consultation today!



EXILISRENEWMDMEDSPA.COM

Buy 1 Get 1 30% off!

Southlake, TX

[Learn More](#)



Like



Comment



Share



Renew MD Medical Spa and Aesthetics

Sponsored · 🌐

Don't settle for lower self-confidence: banish unwanted wrinkles, stubborn cellulite or uneven skin tone with Exilis Ultra 360. Dual technologies in one non-invasive device can effectively treat multiple concerns. Take advantage of our limited-time offer: buy one Exilis treatment, get one 30% off! Fill in the form on our website or call 817-618-4485.



EXILISRENEWMDMEDSPA.COM

Schedule a FREE consultation!

Southlake, TX

[Learn More](#)



Like



Comment



Share



Renew MD Medical Spa and Aesthetics

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Don't settle for lower self-confidence: banish unwanted wrinkles, stubborn cellulite or uneven skin tone with Exilis Ultra 360. Dual technologies in one non-invasive device can effectively treat multiple concerns. Take advantage of our limited-time offer: buy one Exilis treatment, get one 30% off! Fill in the form on our website or call 817-618-4485.



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Schedule a FREE consultation!

Southlake, TX

[Learn More](#)



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Renew MD Medical Spa and Aesthetics

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Smooth, sculpted skin is possible at any age! The Exilis Ultra 360 treats multiple skin and body concerns at once. Take advantage of our limited-time offer: buy one Exilis treatment, get one 30% off! Fill in the form on our website or call 817-618-4485.



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Southlake, TX

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EXILISRENEWMDMEDSPA.COM

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Southlake, TX

[Learn More](#)



Like



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Share

Service Tracking System: March 2015 – Nov 2016

Service Tracking Systems (STS) is a hospitality service technology company focused on solutions that increase productivity, reduce liabilities, track inventory and elevate the customer service experience. The company's fully integrated product line includes proprietary first-to-market applications such as today's high-tech valet parking, bell-desk, vehicle inspection and room service management systems.

Job Role:

- I headed their digital marketing department and instrumental in setting up their entire online presence.
- I used to report directly to the CEO of the company.
- I worked with designers, copywriters and developers from various countries and coordinated the entire online strategy. I would be the one to ideate and they would execute them.
- In the following slides, I have included some social media posts that I had ideated and a designer created. I have also included links to videos that were created under my supervision.

Service Tracking Systems
1,053 followers
4yr • 📍

There is still lots to Improve when it comes to parking. And, we are working on it! For now, optimize your Parking Lot Operation with CVPS, ValetApp and ValetVisa
...see more

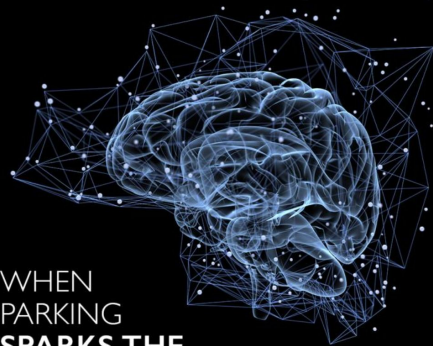
**LOTS TO IMPROVE
WHEN IT COMES TO PARKING**



#STSInc

Service Tracking Systems
1,053 followers
4yr • 📍

20 years ago a small idea evolved into the Computerized Valet Parking System. Now we have more than 20 different products and services for the Parking and Hospitality industries. What's next? #STSTurns20 #STSInc
...see more



**WHEN
PARKING
SPARKS THE
GREY CELLS**
#STSInc happens

Service Tracking Systems
1,053 followers
4yr • 📍

Need assistance with your Parking Tech Solutions? Get a free demo to get to know more. #STSInc
<https://lnkd.in/eDE2Q4Y>

12.5%
OF TOTAL COST OF PERSONAL
TRANSPORTATION IS OWED
TO PARKING.



**THAT COMES TO ABOUT
\$374 BILLION A YEAR!**

Links – LinkedIn & YouTube

<https://www.linkedin.com/company/service-tracking-systems/?feedView=images>

https://www.youtube.com/watch?v=QwwgEj8OXpl&ab_channel=ServiceTrackingSystems.Inc.

https://www.youtube.com/watch?v=8GVZFtgMotA&ab_channel=ServiceTrackingSystems.Inc.

https://www.youtube.com/watch?v=NnJ4NIRneW4&ab_channel=ServiceTrackingSystems.Inc.

https://www.youtube.com/watch?v=6tfP1I9eY1U&ab_channel=ServiceTrackingSystems.Inc.



Thank you