

Romy Mathew

Digital Marketing specialist | Portfolio: [Romymatthew.com](https://romymatthew.com)

I am a marketing professional with over five years of experience in digital marketing. My expertise includes marketing analytics, creative design, paid media & paid social advertising, demand generation, website CMS management, data visualization and project management. I am looking for an opportunity to utilize my skills and grow together with the organization.

PHONE: 807-357-8873 | EMAIL: Romimathew2@gmail.com | ADDRESS: 42 Huntington Ave, Scarborough, Toronto, ON, M1K 4L1

PROFESSIONAL SKILLS

Campaign Management
Client Communication
Project Management
Customer Relationship Management
Data Analysis and Visualization
Designing promotions.
Digital Media Editing
Event Management

TOOL KNOWLEDGE

Adobe Illustrator | Adobe InDesign
Microsoft Office suite | Mailchimp
Klaviyo | Hootsuite | Adobe
Premiere Pro | Shopify | Google
Ads | Microsoft Office WordPress
Microsoft Excel | Adobe
Photoshop | Canva | WIX | Tik
Tok | Meta Ads | Google Analytics |
Microsoft clarity | Google Trends
| Figma

CERTIFICATIONS

Digital Marketing Certified
Excel Advanced Formulas
Advanced Google Analytics
Inbound Marketing Certification
Email Marketing Certification
PowerPoint Essential Training
Google Ads Certification
Content Marketing Certification

PERSONAL SKILLS

Creative | Multitasking
Problem Solving | Leadership
Collaborative | Critical Thinking
Time Management | Adaptable
Effective communication.

PROFESSIONAL EXPERIENCE

TP HOLIDAY GROUP LTD | November 2022-Present | E-COMMERCE WEBSITE MANAGER

Websites: [Swissgear.ca](https://swissgear.ca)

- Directed daily operations and marketing for SwissGear DTC websites in Canada, achieving an 80% YoY revenue growth, contributing to a total revenue of \$3 million in 2023.
- Manage and oversaw the strategic aspects of swissgear.ca site, including merchandising, pricing, promotions, user experience, and digital acquisition/retention.
- Devised and executed an annual marketing calendar that yielded a 100% YOY increase in website traffic.
- Proficiently managed the social media campaigns with a budget exceeding \$75K ensuing high ROAS. Conducted detailed reporting and analyzed social media metrics and KPIs to evaluate campaign effectiveness. (Google data studio)
- Developed and scheduled social media content through Hootsuite, ensuring consistent and engaging content across platforms for profile with over 60K followers (Facebook, Instagram).
- Formulated Google PPC campaigns and managed an annual ad spend of over \$300,000 with an average ROAS of over 10.00.
- Implemented custom email flow automations, along with one-off email marketing campaigns using Klaviyo, yielding an average monthly attributed revenue of \$60,000.
- Conducted A/B tests for email marketing campaigns, analyzed data, and provided recommendations to optimize and maximize ROI.
- Leverage Google Analytics data, Microsoft Clarity, customer feedback and heatmaps, to identify opportunities and provide insights to product development, creative design, and customer service teams.
- Successfully launched 8 luggage programs on the websites by crafting an SEO-friendly prelaunch content strategy and developing a post-launch marketing strategy for new products.
- Collaborated with planning and accounts teams to align inventory with sales expectations, promotions, and monthly budget, achieving set contribution margin goals.
- Execute routine website updates in accordance with the marketing calendar, meticulously refining both creatives and copy to maintain a comprehensive 360-degree marketing strategy.

IMGADGETS.COM | January 2022- November 2022 | MARKETING COORDINATOR

Website: [IMgadgets.com](https://imgadgets.com)

- Managing an annual marketing budget of \$180,000 by effectively putting it to use across, search engine marketing, social media marketing and eCommerce marketing platforms.
- Conduct regular campaign performance analyses on SEM and social media marketing campaigns. Apply optimization best practices to meet and exceed KPIs/goals.
- Using social media monitoring tools like Hootsuite to track engagements in all the social media channels and obtain insights that will shape future campaigns.

- Manage mailing lists and develop workflow strategies for email marketing through automated triggers. (Seguno/Mailchimp)
- Leading trade shows for the company and supporting the management in budget tracking and invoice management.
- Manages website CMS by creating web pages, building/editing content, performing website testing, troubleshooting, and quality assurance.
- Creating SEO-friendly content with a focus on keyword/page ranking and search traffic opportunities. Copywriting, editing and proofreading content for the website and other e-commerce platforms.
- Manage relationships with external partners like Walmart, Best Buy and Loblaws. Identify opportunities to collaborate with additional marketplaces to help grow the business and meet performance objectives.
- Designing visually compelling and engaging content for e-commerce product listings and social media channels using Adobe photoshop, Adobe illustrator and Canva.
- Edit videos for marketing initiatives, brand campaigns, and other e-commerce channels using Adobe premiere pro.
- Design and edit visually appealing branding documents and package designs for IMGadgets products using Adobe Illustrator and Adobe InDesign.

[HC24.CA](#): Dec 2019- Present | [HOMEABLE.CA](#): Dec 2021- Present | [ANN'S CAKES AND CRUMBS](#): August 2019- Present

| **DIGITAL MARKETING SPECIALIST** -Freelance

- Onboarding clients on social media platforms, managing paid social and paid search advertising campaigns for clients.
- Managing an Instagram account followed by over 10,000 audiences and analyzing the level of customer engagement.
- Designing and hosting WordPress websites for clients. Integrating social media and google conversion tracking on websites.
- Manage ongoing SEM campaigns and implement recommendations to better reach key audiences and create brand awareness.
- Following SEO best practices while developing webpages and ensuring organic search visibility.
- Ensure maximum ROI on marketing budget by analyzing and A/B testing social media campaigns.
- Develop highly interactive and engaging social media videos and posts using Adobe Illustrator, Photoshop, and Premiere.

INFOSYS LTD, INDIA | October 2016- August 2019 | **SENIOR PROCESS SPECIALIST** - Creative Services

- Develop content that drives interest in the brand's website and social media platforms.
- Utilizing on page SEO guidelines to optimize the content on blog posts and web pages to create organic growth.
- Collaborate with a team of 10 designers to develop high-impact visual and graphical content using photoshop and illustrator.
- Performing monthly website audit and measure web traffic behaviour by evaluating KPIs like session duration and bounce rates.
- Create presentations, data visualizations and pitch decks for B2B campaigns. Collaborate with vendors on designing printing posters and banners for promotions.
- Work in conjunction with project managers and developers to ensure successful implementation of design elements in the social media platforms.

ROYAL BANK OF SCOTLAND, INDIA | November 2014 - October 2016 | **PROCESS ASSOCIATE**: Client Services

- Managing and monitoring a database of 13,000 clients and communicating changes risks to the clients.
- Handling more than 80 regular and ad hoc client service tickets and ensuring higher client satisfaction.
- Ensure completion and delivery of client reporting as specified in the policies and procedure and in accordance with the established cut-offs and SLAs for each client.
- Simultaneously working with Microsoft Word, Excel, Outlook, Adobe Acrobat, and electronic filing systems to effectively complete the client service tickets.
- Track the WIP errors; guide the junior processors to avoid recurrence by providing assistance and necessary training.

EDUCATIONAL QUALIFICATION

| DEGREE | YEAR | NAME OF THE INSTITUTE |
|---|------|---|
| B.com computer application | 2014 | Sacred Heart College, India |
| Digital Marketing & Marketing Analytics (P.G Dip) | 2021 | Confederation College, Thunder Bay, Ontario, Canada |