

DEEA DEB

Communications Specialist

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INTERNAL & EXTERNAL COMMUNICATIONS (BRAND EXPERIENCE)

Marketing & Communications Assistant, Division of Students, York University
May 2020 – Present

- Wrote over **200 blog posts** for the [YUBlog](#) targeted towards **internal and external audiences**.
- Drafted over **50 This Week @ York** newsletters targeted towards **internal audiences**.
- Extensive experience with **style guides** to ensure brand compliance in all communications.
- Conducted platform **analytics** to tailor **communication strategies** according to audience engagement.
- Collaborated with **cross-functional and inter-departmental teams** to support communication initiatives.

Key Achievements:

- Audited **newsletter analytics** and offered valuable strategies that improved content and distribution strategy, increasing overall student engagement with the newsletter.
- **Tested the student virtual assistant** (AI) platform to ensure the accuracy of AI responses to student queries. My test results were incorporated into the response system of the AI platform.

Manager Communications, Piramal Foundation
Feb. 2018 – Nov. 2019
Mumbai, India

- Monitored brand compliance in all **internal and external** communications.
- Executed multi-channel integrated brand marketing and communication **strategies**.
- Managed and worked with **digital, design and PR agencies** to develop content plans and brand campaigns.
- Managed **budgets**.
- Drafted **internal impact reports** for the Chairman's office.
- Drafted **press releases and speaker notes** for Senior Management.
- Organized **internal and partner events**.

Key Achievements:

- Launched the organization's **internal newsletter** that **increased internal brand awareness by 10%**.
- Increased Facebook follower count from **2000 to 100,000** through organic and paid initiatives.
- **Led 7 teams** of content writers, editors, designers, and project managers **to launch the organization's first [annual report](#)** that **increased internal and external brand awareness by 25%** and **secured external funding**.
- **Led 5 inter-departmental teams and creative agencies** to create and **launch the [Piramal Foundation website](#)**.
- Worked on **4 award applications** for the organization. The organization won all the awards, which boosted the organization's credibility and donor engagement, securing further government projects.

SOCIAL MEDIA & INFLUENCER MARKETING (AGENCY EXPERIENCE)

Senior Social Media Strategist, Balancing Act Pvt. Ltd.
June 2016 – Sept. 2017
Mumbai, India

- Conceptualized and executed **social media campaigns for brands through influencer marketing**.
- Onboarded and **managed influencers** for brand campaigns.
- Conceptualized **social media strategies** for current and upcoming shows, events, etc.
- Conceptualized strategic marketing initiatives for new business acquisitions.
- **Led new initiatives for The Balancing Act Trust** (NGO arm).

Key Achievements:

- Worked with **Puma** on their [Suede Gully campaign music video](#), where I coordinated with **20 influencers** from across India that garnered **5.8 million views**.
- Onboarded and managed over **20 female influencers** for P&G's **Gillette Breeze #ShaveYourOpinion Instagram campaign**, which garnered **over 12,000 organic user-generated content engagements** and went **viral** within the first week of the launch.

PROFESSIONAL SERVICE AT YORK UNIVERSITY

Consulting Editor, York University Libraries

Aug. 2021 – June 2022

- Contributed to the [Student Project Toolkit](#) by **drafting and editing website content and video script**.
- **Researched, reviewed, and recommended project management tools** and resources for university students.

Vice President, Professional Writing Students' Association

Sept. 2022 – Aug. 2023

- Managed club operations, including ratification, finances, fundraising activities, and event planning.
- **Raise over \$1500 in funds** for the fifth annual undergraduate symposium.
- Led the end-of-term transition process at the end of the term and onboarded the next Executive team.

Director of Public Relations, Professional Writing Students' Association

Sept. 2021 – Aug. 2022

- Created and executed the **annual communication strategy**.
- Managed the organization's **social media channels**.
- Collaborated with cross-functional and inter-departmental teams to support communication initiatives.

Peer Academic Leader, Founders College, York University

Sept. 2020 – Apr. 2022

- Provided mentees with academic support, organized social and networking events, and assisted students with resources offered by York University.
- **Awarded "Outstanding Peer Mentor of the Year"** in 2020 and 2021.

Junior Editor, Existere Journal of Arts & Literature, Department of Writing, York University

Sept. 2020 – Apr. 2022

- Worked with Senior Editors to select and publish author manuscripts in **4 journal issues**.

EDUCATION

Specialized Honors Bachelor of Arts English & Professional Writing

(Specializations: digital and organizational communication)

Jan. 2020 – Apr. 2024

York University, Toronto, Canada

Online Certificate Course in Brand Management

London Business School

Aug. 2019

WRITING PORTFOLIO

My writing portfolio is on my website - <https://deeadeb.github.io/#>

References are available on request.