

Samson Roy

Digital Marketing & Paid Advertising Expert

Dynamic marketing leader with 6+ years of expertise in **digital marketing**, **paid advertising**, **SEO**, and **email marketing**. Proven success in managing **multi-million-dollar budgets**, optimizing campaigns for ROI, and leading cross-functional collaborations. Skilled in platforms like **Google Ads**, **Google Analytics 4**, **Salesforce**, and CMS tools to drive **lead generation** and **brand growth**. Experienced in **CRM management**, **automation workflows**, and leveraging analytics for data-driven strategies.

samsonroy01@gmail.com

(+1) 4379918803

Toronto, Canada

linkedin.com/in/samson-roy

WORK EXPERIENCE

Digital Marketing Manager

PivotRoots - Havas Media Group

09/2022 - 03/2023

Achievements

- Delivered **25% improvement in ROI** through multi-channel digital campaigns across Google, Meta, and LinkedIn.
- Boosted acquisitions by **20% for brands like MG, Porsche, and FNP** through strategic ad management.
- Enhanced **organic traffic by 15%** through SEO-focused strategies and optimized landing pages.
- Improved campaign efficiency by **33%** through collaboration with vendors and internal teams.

Digital Marketing Manager & Product Manager

Emeritus

05/2021 - 08/2022

Achievements

- Spearheaded cross-channel campaigns, boosting **enrollments by 20%** in APAC & India regions.
- Managed **\$23M+ budgets**, achieving **15% higher ROI** through tailored strategies and optimized media spend.
- Strengthened vendor partnerships to enhance **targeted audience engagement** and improve lead quality.

Manager - Paid Media

Performics - Publicis Groupe Company

07/2019 - 05/2021

Achievements

- Directed high-performing paid advertising campaigns across Google Ads and Meta, delivering **20% CPA improvements**.
- Optimized ad spend through **A/B testing** and competitor analysis, leading to a **18% increase in acquisitions**.

Sr. Executive - Media Planner

Mirum Agency - WPP Group Company

06/2018 - 06/2019

Achievements

- Increased brand visibility by **15%** and sales by **12%** for Yamaha and Raymond through targeted media strategies.
- Developed on-page SEO plans, boosting **organic traffic by 10%** for key campaigns.

AD Operation Executive

Netbiz

02/2017 - 01/2018

Achievements

- Conducted keyword research and managed search campaigns, achieving a **10% improvement in ROI**.
- Optimized campaigns using Google Analytics and industry-leading tools, improving engagement by **12%**.

CORE COMPETENCIES

Demand Generation & Paid Advertising Strategies

SEO Optimization & Content Creation

Email Marketing & CRM Management

Campaign Analytics & ROI Management

Website Management & User Experience Optimization

A/B Testing & Conversion Optimization

EDUCATION

Master of Business Administration

Narsee Monjee Institute of Management Studies (NMIMS)

Bachelor of Management Studies

Tilak College of Science and Commerce

CERTIFICATES

Digital Guru Black Belt

By Google

Google Ads, Analytics, Search 360 & Display/Video 360

By Google

Media Planning & Buying Blueprint

By Meta

Advance Office 365

By Keerti Computer Institute

TOP USED TOOLS

Google Ads

Facebook Ads

Google Analytics

Power BI

LinkedIn Ads

SEMrush

Klaviyo

Salesforce

HubSpot

Mailchimp

HubSpot

Adobe Analytics

Shopify

WordPress

MS Office

Tableau

GAM360

WordPress