

Raiden Dsouza

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Portfolio: <https://drive.google.com/drive/folders/1o3mHO0FTMDLQJScS4ATZqfyaVsMvUc0h>

Professional Summary

A Social Media & Digital Marketing Specialist with 2+ years of experience developing engaging content, managing multi-channel campaigns, and optimizing paid media performance across luxury retail, QSR brands and Small Businesses. Skilled in content strategy, video production, and paid advertising (Meta, Google Ads, YouTube). Combines strong storytelling and strong visual design sense to deliver the results needed.

Key Skills

- Social Media Management (Instagram, Facebook, TikTok, YouTube, LinkedIn)
 - Video Production & Photography
 - Digital Marketing (SEO, SMM, Paid Ads)
 - Content Creation & Editing (Reels, Stories, Brand Shoots)
 - Analytics & Reporting
 - Microsoft Office Suite
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Professional Experience

Social Media Manager | Freelance (Marshal Salon, SK Golf) November 2024 – September 2025

- Drove 8.4K+ new accounts reached and 25K monthly views through [content creation](#) and paid campaigns.
- Launched the \$10 Haircut Campaign, achieving 65+ conversions in a month.
- Shot, edited and produced social media reels and YouTube videos for [SK golf](#), which resulted in 50% increase in golf equipment.

Marketing Coordinator | 99 Pancakes

November 2022 – November 2023

- Designed and executed multi-platform content campaigns for new product launches, driving a 10x ROI and 3.2M+ video views across social channels.
- Shot and edited short-form videos, reels, and promotional assets to boost brand engagement with strong storytelling.
- Collaborated with agencies to develop monthly social media content plans in line with brand strategy, and to increase brand awareness and engagement.

Marketing Coordinator | Just In Time – Luxury Watch Retailer June 2021 – August 2022

- Produced lifestyle-oriented social content for high-end watch brands to build personal connections with target audiences.
 - Managed the brand’s digital channels and website updates to improve SEO and drive organic traffic.
 - Supported paid ad initiatives through Google Ads and Facebook, tracking leads and optimizing creative performance. Created digital assets for website updates, email outreach, and social platforms.
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Supplementary Experience

Customer Service | Jersey Mikes (Redberry)

October 2024 – Current

- Immersed myself in the Jersey Mike’s brand DNA—values, voice and “Mike’s Way” operational standards—to ensure consistent customer experiences.
- Engaged with 100+ customers daily to collect real-time feedback on sandwich offerings, Customer Habits, Customer Touch – points and customer Insights.
- Analysed peak-hour order patterns and current promotion impact among the customers and learned what works for Jersey Mikes & what doesn’t

Customer Service | Mary Browns, Markham

March 2024 – September 2024

- Developed deep understanding of Mary Brown’s and the Fried Chicken Market of Canada through Mary Brown’s training and direct daily engagement with customers.
- Over the course of 6 months learned which limited-time offers and discounts works best with the customers.
- Supported local store level promotion, photo-shoots that happened in store and contributed to smooth service at all times.

Education

Post Graduate Diploma – Digital & Social Media

(1 Year Program, 2025)

Seneca Polytechnic **Toronto, Ontario**

Post Graduate Diploma – Brand Management

(1 Year Program, 2024)

Seneca Polytechnic **Toronto, Ontario**

Bachelor of Management Studies – Marketing

(3 Year Program, 2021)

University of Mumbai - St. Andrews College of Arts, Science and Commerce **Mumbai, India**

Certifications

- Google Ads Display Certification – Google (Feb 2025)
- Hootsuite Platform Training – Hootsuite (Feb 2025)
- Digital Marketing Foundations – LinkedIn Learning (Jan 2024)
- Facebook Insights – Avalon Meta (June 2020)
- Advanced Excel & Business Analytics – Microsoft (Feb 2019)