

DEEA DEB

COMMUNICATIONS SPECIALIST



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PROFILE

A creative and driven professional with 16 years of work experience in communications, people management, and client relations.

EDUCATION

Specialized Honors Bachelor of Arts English & Professional Writing (specializing in digital authoring & organizational writing) <i>York University, Toronto, Canada</i>	Jan. 2020 – Apr. 2024
Online Certificate Course in Brand Management <i>London Business School</i>	Aug. 2019

MOST RECENT WORK EXPERIENCE

Marketing & Communications Assistant, Division of Students, York University	May 2020 – Present
<ul style="list-style-type: none">Assisted with the implementation of communications strategies.Created engaging and informational marketing and communications content.Assisted in testing the student virtual assistant (AI) platform.Conducted platform analytics and developed communication strategies.Collaborated with cross-functional and inter-departmental teams to support communication initiatives.	

Key Achievement:

- Successfully audited the newsletter analytics and offered valuable strategies to improve promotional initiatives.

Consulting Editor, York University Libraries	Aug. 2021 – June 2022
<ul style="list-style-type: none">Drafted and edited website content and video script for the Student Project Toolkit.Conducted research into project management tools and resources for university students.	

VOLUNTEERING

Vice President, Professional Writing Students' Association	Sept. 2022 – Aug. 2023
<ul style="list-style-type: none">Managed club operations, including ratification, finances, fundraising activities, and event planning.Liaised with Faculty and other departments to raise funds for the fifth annual undergraduate symposium.Led the 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
<ul style="list-style-type: none">Created and executed the annual communication strategy.Managed all social media channels of the organization.Collaborated with cross-functional and inter-departmental teams to support communication initiatives.	

Peer Academic Leader, Founders College, York University	Sept. 2020 – Apr. 2022
<ul style="list-style-type: none">Provided mentees with academic support, organized social and networking events, and assisted students with resources offered by York University.	

Junior Editor, Existere Journal of Arts & Literature, Department of Writing, York University	Sept. 2020 – Apr. 2022
<ul style="list-style-type: none">Worked with Senior Editors to select and publish author manuscripts in 4 journal issues.	

KEY ACHIEVEMENTS AT YORK UNIVERSITY

- Faculty of Liberal Arts and Professional Studies [Digital Composition Prize](#)
 - [Winner, First-year category](#) – 2021
 - [Winner, Second-year category](#) – 2022
 - [Honourable mention, Third-year category](#) – 2023

PUBLICATIONS

- James Madison University, [RhetTech Journal](#)
- York University blog: <https://yublog.students.yorku.ca/blog/author/deead/>
- Asianet Newsable: <https://newsable.asianetnews.com/topic/deea-deb>

ADDITIONAL WORK EXPERIENCE

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

- Created and executed annual communication and fundraising strategies.
- Managed partner agencies across digital, design and PR.
- Managed budgets and a team of junior assistants.
- Organized internal and partner events.

Key Achievements:

- Led a team of content writers, editors, designers, and project managers to launch the organization's first [annual report](#).
- Led 5 inter-departmental teams to create and launch the [Piramal Foundation website](#).
- Worked on four award applications for the organization. Won all the awards.

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.
- Managed influencer associations for brands for digital and brand films, ads, etc.
- 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 achievement:

- Successfully launched and executed the first crowdfunded CSR activity for Balancing Act Trust by partnering with Keto.org to provide food to a drought-stricken tribal community of Maharashtra.
- Worked with Puma on their [Suede Gully campaign music video](#), where I coordinated with 20 influencers from across India.

Executive Assistant, Office of Member of Parliament May 2012 – Jan. 2016
Bangalore, India

- Managed all communication of the Political Office.
- Managed campaign approvals, resource allocation, team deliverables and timelines.
- Maintained and discussed weekly reports on the movement and impact of all campaigns, media communication and social media performance.

Key achievement:

- Successfully digitized nine years of political documents on MS SharePoint, making it easily accessible to all members of the team and reducing loss of time in searching for documents.

Inflight Manager, Kingfisher Airlines Dec. 2006 – May 2012
Bangalore, India

References are available on request.