

Arik Ahmed

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SKILLS

Key Client Relations | Google Ads | Salesforce | Google Analytics | Social Media Management | Content Creation | Adobe Creative Cloud Suite – Premiere Pro, Photoshop, Illustrator & After Effects | Sales – Client Relations, Retail & Customer Service | Microsoft Office Suite – Word, Excel, PowerPoint | Affiliate Marketing | HubSpot | Google Adwords | SEO | SemRush

EXPERIENCE

Teleperformance Canada	
Account Manager (X, formerly Twitter) - Managed a portfolio of technology and SaaS advertisers on X, advising clients on campaign strategy and performance. - Recommended improvements to campaign structure, audience targeting, and creative to support clients' awareness, engagement, and conversion goals.	Apr 2025 – Jul 2026 Toronto, ON.
Account Manager (Google Ads) - Advised 75+ Google Ads advertisers on campaign strategy and forecasted more than US\$90,000 in quarterly revenue for Google. - Recommended Search, Video, and Performance Max optimizations and budget increases through consultative sales, explaining the potential return on investment for advertisers.	Apr 2024 – Apr 2025 Toronto, ON.
Social Media & Content Coordinator, Monkey Bubble BV - Managed content distribution for esports events and fundraising campaigns, increasing audience engagement and helping raise more than US\$12,000 in donations. - Collaborated with Blizzard Entertainment on Path to Pro events, including Flash Ops Creator Cup and Contenders tournaments.	Jan 2022 – Sep 2023 Toronto, ON.
Sales Associate, The Source: Bell Canada Enterprises - Helped customers select internet, television, and mobile services, exceeding regional store sales targets each month. - Built customer relationships through attentive service, earning positive feedback and repeat business.	Nov 2019 – Mar 2021 Toronto, ON.
Community Manager, OverActive Media: Toronto Defiant - Created social media campaigns for Canadian audiences, increasing engagement by 38%. - Grew followers and subscribers by more than 75,000 across X (Twitter), YouTube, and Instagram within 12 months.	Nov 2018 – Aug 2019 Toronto, ON.

PROJECTS

Contenders: Summer Series Deck Managed social highlights and content strategy, boosting community engagement for a Blizzard Entertainment Path to Pro project.	Apr 2022 – Nov 2022
Toronto Defiant: Social Media Brand Identity Crafted and executed social media branding strategy, resulting in significant audience growth and increased fan engagement.	Nov 2018 – Aug 2019

EDUCATION

University of Toronto: School of Continuing Studies, Digital Marketing Bootcamp	Jul 2023 – Nov 2023 Toronto, ON.
University of Toronto, Life Science & Psychology	Sep 2016 – Apr 2022 Toronto, ON.

CERTIFICATES

Google Digital Marketing & E-Commerce SEO, SEM, Analytics, Email Marketing	Google Foundations of Business Intelligence Data Analysis, Business Insights, Data Visualization	X Ads Manager Conversion Tracking, X Pixel set-up and fundamentals.
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REFERENCES AVAILABLE

Vidyuth Manu, *Founding Director*, Monkey Bubble BV
v.manu@monkeybubble.gg

Anmol Mehra, *Team Lead*, Shopify (ex-Teleperformance)
anmol.mehra1224@gmail.com

Jae Won, *General Manager*, SEG Esports (ex-OverActive Media)
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