

Robert Mark Arnob D' Costa

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• Portfolio Link: arnob58.com

Analytical Digital Marketer with Canadian experience in social media strategy, campaign execution, audience research, and performance analysis, complemented by a professional background in data analytics and Advanced Excel. Experienced in translating audience and performance insights into data-driven marketing strategies, creative content, and campaign optimization. Combines analytical problem-solving with creative execution across Meta Ads, content marketing, and digital analytics.

WORK EXPERIENCE

MiddleHouse Developments | Toronto, ON | Social Media Coordinator Intern | May 2026 - August 2026

Instagram: [@middlehouse_developments](https://www.instagram.com/middlehouse_developments)

- Relunched MiddleHouse's Instagram content presence from the ground up, creating **100% of the new account's published posts/Reels** and **building a follower base 125% larger than the legacy account's base followers despite 62.5% fewer published posts**
- Audited legacy social media performance and content to identify gaps in visual consistency, audience targeting, positioning, and messaging, translating findings into a more standardized, customer-centric digital strategy.
- Built a long-term **content marketing framework spanning 3 content tiers, 3 thematic categories, 4 psychological audience needs, and 3 buyer personas**, establishing a repeatable system for planning, producing, measuring, and optimizing social content
- Shifted content from predominantly product-led legacy messaging toward pain-point-led campaigns across **3 funnel stages**, connecting consumer tensions such as commuting, limited space, condo amenities/fees, and rental restrictions to MiddleHouse's housing proposition
- **Conducted competitive analysis** across 10+ real-estate brands, benchmarking positioning, content styles, messaging, and creative conventions to identify differentiation opportunities and advise leadership on social direction.

DataPath LTD (401k Company - Sister concern of July Services) | Dhaka, Bangladesh
Executive (Business Process Outsourcing) | January 2023 - December 2023

- Developed automated reporting and data-analysis frameworks using Advanced Excel (Pivot Tables, VLOOKUP) and regression models to identify trends and streamline monthly workflows, improving operational efficiency by 20%.
- Managed and analyzed data across 100+ American 401(k) client portfolios, applying statistical methods to identify discrepancies, support reporting, and improve administrative accuracy.
- Audited and reconciled financial data for high-stakes retirement plans, ensuring 100% adherence to US Regulatory Standards (ERISA) and bank-level security protocols.
- Liaised directly with North American clients to resolve complex data discrepancies and deliver tailored financial insights, consistently maintaining a 98%+ client satisfaction rating.

EDUCATION

Trent University | Oshawa, ON

Master of Management | May 2025 - August 2026

Academic Standing: 89.71%

Relevant Coursework and Key Learnings:

- **Health Economics (99%):** Decision Tree Modelling, Cost-Benefit Analysis, and Probabilistic Sensitivity Analysis.
- **Accounting Concepts (93%):** Financial Statement Analysis and Management Reporting.
- **Leadership in Organizations (88%):** Enlightened Leadership, Total Quality Management (TQM), and Continuous Process Improvement.

Ahsanullah University of Science & Technology | Dhaka, Bangladesh

Bachelor of Business Administration (Major: Finance) | April 2018 - March 2023

- **Academic Standing: 3.815/4.00 CGPA (Ranked 5th in graduating batch).**
- Recipient of the Dean's Award for exceptional academic performance and leadership.
- Inaugural **Champion** of the University's Business **Online Presentation Competition (2021).**

SKILLS & CERTIFICATION

- **Technical Tools:** Python (Pandas), SQL, C#, Advanced MS Excel, Canva, Affinity, and Google Analytics
- **Digital Marketing Tools:** Content Strategizing, Buyer Persona Development, Content Creation & Design Principles (Composition, Color Theory), Persuasive Copywriting, Performance Analytics, Audience Analysis, Meta Ads
- **Project: Personal Instagram Brand: [@crossmasculine](#)**
 - Generated 392 link clicks at ~C\$0.04 CPC on ~C\$14 total spend within 5 days through a personally planned, executed, and optimized Meta Ads traffic campaign.
- **Financial Analytics:** Portfolio Management, Regulatory Compliance (ERISA), Audit Reconciliation, and Cost-Benefit Analysis.
- **Certifications:** IBM Data Science Professional Certificate, Data Analysis with Python (Coursera), and Using Python to Access Web Data.

REFERENCE

Jason Self

President

Middlehouse Developments: <https://www.middlehouse.ca/>

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Email: jasonself@middlehouse.ca