

ARABA FOSUWA AMARTEY

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DIGITAL MARKETING STRATEGIST | PAID MEDIA | MARKETING DATA & PERFORMANCE ANALYST

WORK EXPERIENCE

Marketing Coordinator (Part-Time / Remote) | Tacoma Web Design and SEO LLC | Jun. 2025 – Mar. 2026

- Developed and executed data-driven Meta ad campaigns targeting lead generation and brand growth KPIs, contributing to a 5%+ improvement in funnel conversion rates.
- Managed campaign budgets, bids, targeting, and creatives using AI-driven tools to optimize ROI/ROAS.
- Designed and ran A/B tests on creatives, audience segments, and AI features to identify top-performing variants and scaling successful approaches.
- Tracked performance results to monitor KPIs in real time, translating insights into actionable weekly strategy adjustments.

Media Account Manager & Marketing Strategist | Sutherland Global Services – Rochester, NY | Mar. 2024 – Jan. 2026

- Managed a portfolio of 100 client accounts across diverse industries, with average monthly ad budgets ranging from \$100 - \$10,000+ per account on the Meta platform.
- Delivered an average of 70% improvement in key performance metrics across accounts by translating complex Meta ecosystem data and best practices into tailored, ROI-focused strategy recommendations.
- Consulted directly with businesses and agencies to identify industry trends, refine audience targeting and optimize budget allocation to drive measurable gains in conversions and ROAS.
- Led integration of account-level tracking databases, improving data accuracy, and enabling real-time strategy adjustments to reduce waste spend.
- Served as team representative for launching new AI-led Meta features and tools that improve campaign efficiency and reporting quality.

Project Management | RIT Simone Center for Innovation & Entrepreneurship – Rochester, NY | May 2023 – Aug. 2023

- Conducted market research and competitive analysis to develop a full business model, including customer segmentation, financial projections, and a go-to-market strategy.
- Led 250+ customer discovery interviews, using data-driven insights to validate core assumptions and sharpen the product's value proposition.
- Delivered a compelling investor pitch deck to a panel of stakeholders, securing positive feedback and recommendations for commercialization.

Marketing Strategist (Contract / Remote) | El-Shin Ltd. | Oct. 2021 – Feb. 2022

- Designed and launched WordPress websites optimized for usability, SEO structure, and content hierarchy, improving organic search visibility and increasing traffic by 6% within 4 months.
- Analyzed website performance via Google Analytics, identifying and acting on key drop-off points to improve user engagement metrics.
- Managed budget and timelines for full website restructuring project, delivering on scope with zero overruns.

Digital Marketing Intern | *Clozzle – Toulouse, France* | Jan. 2021 – Aug. 2021

- Developed and executed a commercial marketing strategy that expanded reach to target clients by 20%.
- Launched and analyzed promotional campaigns across Meta and LinkedIn, driving a 20% increase in user sign-ups within the first quarter.
- Built a marketing database in Excel using geographic and behavioral mapping to identify high-priority audience segments.
- Conducted qualitative market research and presented data-driven insights to senior stakeholders to inform campaign strategy.

Business Analyst | *Elyon Africa Foundation – Accra, Ghana* | Jan. 2018 – Aug. 2018

- Researched investment trends and policy developments across African markets to produce strategic content for stakeholders.
- Managed a distributed team of content contributors, overseeing editorial workflows and publication schedules.
- Supported organizational growth through online engagement strategies and partnership outreach initiatives.

EDUCATION

M.Sc. Technology Innovation Management & Entrepreneurship (STEM) | Dec. 2023

Rochester Institute of Technology – Rochester, NY

Master's in International Management | Sep. 2021

Toulouse School of Management – Toulouse, France

CERTIFICATIONS

IBM AI Product Manager | Google Business Intelligence | IBM Project Manager | IBM Data Analyst

TECHNICAL SKILLS

Marketing & Analytics: Meta Business Suite & Ads Manager, Google Analytics, Conversion APIs, Pixels

Paid Media: Meta Ads (Facebook/Instagram), LinkedIn Campaign Manager, Google Ads

CRM & Marketing Ops: CRM Platforms, Google Business Suite, HubSpot

Data & BI: Excel, Tableau, Power BI

Project Management: Jira, ClickUp, MS Project, Kanban