

SHAMIRAN ROBIN GHOSH

DATA ANALYTICS + CONTENT MARKETING

SUMMARY

Data-driven analytics and content professional with 3+ years of experience translating complex datasets into actionable insights, plus 10+ years in content strategy, multimedia production, and digital communications. Experienced in SQL-based analysis, dashboard development, KPI reporting, A/B testing, and performance optimization, with a track record of using data to inform revenue, engagement, promotional, and content decisions. Skilled at turning complex information into clear stories and recommendations for technical and non-technical stakeholders.

SKILLS

Business Intelligence & Analytics: SQL Querying & Data Analysis, Data Cleaning & Transformation, Data Exploration & Validation, Relational Data Analysis, SQL Joins, CTEs, Subqueries & Window Functions, KPI Design & Performance Measurement, Dashboard Development, Data Visualization, Business Intelligence & Reporting, Revenue & Commercial Analysis, Sales Performance Reporting, Promotional & Campaign Analysis, A/B Testing & Experimentation, Automated Reporting, Data Quality

Tools & Technologies: SQL, Snowflake, PostgreSQL, Power BI, Tableau, Looker, Excel (Advanced), Power Query, Power Pivot, Google Analytics, Jira, Confluence, Airtable

Content Strategy & Communications: Content Strategy, Content Marketing, Copywriting, Editorial Writing, Multimedia Storytelling, Digital Communications, Editorial Workflow Management, Audience Engagement, Social Media Strategy, Audience Development

Creative Tools: Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom), Canva, Figma, Buffer, Ahrefs, CMS

Core Strengths: Data Storytelling, Stakeholder Communication, Strategic & Operational Reporting, Cross-Functional Collaboration, Research & Fact-Checking

EXPERIENCE

Big Viking Games – Data Analyst – Remote

Sep 2022 – Oct 2025

- Developed and maintained dashboards tracking monetization performance and in-game store KPIs, enabling leadership to monitor revenue trends and promotional effectiveness.
- Built automated reporting systems using SQL and Snowflake to analyze large-scale transactional and behavioural datasets.
- Led A/B testing initiatives focused on pricing experiments, promotional mechanics, and purchase flows, improving in-game purchase conversion rates by 20–25%.
- Partnered with Product, Marketing, and LiveOps teams to deliver performance reports and strategic communications that informed a 15% improvement in campaign targeting and content prioritization.
- Tools – SQL, Snowflake, Power BI, Looker, Excel, JIRA, Confluence, Airtable
- Skills – Dashboard Development, KPI Design, Sales Performance Reporting, A/B Testing, Revenue Analysis, Promotional Analysis

Big Viking Games – Intermediate Content Designer – Remote

Oct 2021 – Sep 2022

- Supported LiveOps and in-game content releases, focusing on store presentation, promotional timing, and feature visibility.
- Used engagement and performance metrics to inform content cadence and commercial placement strategy
- Collaborated with product and analytics teams to support roadmap planning and feature prioritization based on performance data.
- Contributed to optimizing live events and digital storefront experiences by 15%
- Tools – Excel, JIRA, Confluence, Airtable, [Monday.com](https://www.monday.com)
- Skills – Sales Performance Reporting, A/B Testing, Revenue Analysis, Promotional Analysis

Clarity Recruitment – Content Marketing Specialist – Toronto, ON

Oct 2019 – Oct 2021

- Developed and executed multi-channel content campaigns across email, social media, and digital channels, achieving measurable engagement growth.
- Produced and managed 40+ executive video interviews while coordinating structured content production and distribution workflows.
- Increased LinkedIn engagement by 30% and grew email subscribers by 3,000+ through audience-focused, data-informed content strategies.
- Analyzed campaign performance metrics to optimize messaging, audience targeting, and content distribution effectiveness.
- Tools – Mailchimp, Google Workspace, Adobe Creative Suite (Photoshop, Premiere Pro)
- Skills – Performance Reporting, A/B Testing, Promotional Analysis, Video Production

Freelance – Video Content Producer – Remote

Jul 2024 – Present

- Create written, visual, and multimedia content for YouTube, Twitch, and TikTok, producing long-form and short-form content that grew subscriber and audience engagement.
- Manage editorial calendars and content production pipelines across multiple concurrent video projects while maintaining consistent publishing schedules.
- Conduct audience research and performance analysis using YouTube Analytics and Google Analytics to optimize content strategy, messaging, titles, and distribution.
- Improved video click-through rates by 40% through data-informed optimization of content presentation and titles.
- Collaborate with partners and stakeholders throughout the content development lifecycle to ensure accuracy, quality, and timely publication.
- Translate complex topics into accessible, engaging stories through multimedia storytelling and audience-focused communications.

EDUCATION

Master of Arts, Media Production — Toronto Metropolitan University

Bachelor of Applied Arts, Media Studies — University of Guelph

Diploma, Journalism (Print & Broadcast) — Humber College

PROFESSIONAL DEVELOPMENT

Data Analyst Associate (Certification) — DataCamp

Data Analytics Certification — Google / Coursera

AWARDS

Award-Winning Game Designer — “UnEarth”

Resilience Game Design Competition (Jennifer Ann’s Group), 2022–2023

Recognized for engagement-driven systems design and QA-informed iteration.