

DEBALEENA SEN

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SUMMARY

Results-driven GIS and Digital Communication Specialist with advanced expertise in spatial data analysis, mapping, and visualization. Experienced in coordinating sales operations, developing promotional materials, and supporting public-facing initiatives across print and digital platforms. Skilled in desktop publishing, SEO-driven storytelling, and analytics to drive engagement and operational efficiency.

SKILLS

- Successfully developed and implemented marketing and communications strategies across print and digital platforms, supporting public-facing campaigns and brand consistency.
- Experienced in front-line customer service and shift supervision, which has equipped me with strong skills in media handling, retail sales coordination, and customer engagement.
- Used ArcGIS Pro, ArcGIS Online, QGIS, and Google Earth Pro to map and analyse mines, forestation, and disaster mapping
- Collected mobile data using ArcGIS Field Maps and Survey123 and used it to map amenities in the area
- Reported and analysed data using Story Maps and Dashboards
- Used SQL, ASPX, and JavaScript to manage the database and create independent websites
- Optimised content using SEO principles and digital analytics to enhance visibility and engagement, especially in volunteer roles involving brand storytelling and campaign planning.

EDUCATION

Post-graduate Certificate in Digital Communication Management

January 2025- August 2025

Fanshawe College, London, ON

- Created multimedia content using Adobe Suite, WordPress, and HTML/CSS to boost engagement and brand visibility
- Managed cross-platform campaigns with a focus on storytelling, design, and user experience
- Applied digital analytics to optimize content performance and align with audience behavior and client goals

Post-graduate Certificate in Geographic Information System (GIS)

January 2024- August 2024

Fanshawe College, London, ON

- Solved spatial problems using databases, spatial analysis, and multi-source geospatial data
- Developed and customized GIS tools, web apps, and integrated workflows across disciplines
- Communicated geographic data effectively and practices with professionalism and ethics

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Bachelor of Science in Geography

September 2020- August 2023

Shri Shikshayatan College, Calcutta University, India

- Gained advanced knowledge in physical, economic, and human geography, along with practical skills in map-making and field reporting
- Developed subject specialization and research readiness, preparing for careers in geography, GIS, remote sensing, and related fields

EXPERIENCE

Supervisor

Tim Hortons, Dorchester, ON | April 2024 – Present

- Supervised daily preparation and restocking of baked goods, ensuring product quality, presentation, and timely availability
- Maintained operational logs and enforced food safety protocols, supporting a clean, compliant work environment
- Led by example in delivering professional, guest-focused service, contributing to a positive team and customer environment
- Demonstrated strong time management, organization, and accountability in overseeing shift operations

Branding Specialist (Volunteer)

Single Women in Motherhood, London, Ontario | July 2025

- Develops and executes brand strategies, maintaining visual identity across platforms
- Optimizes content using SEO and analytics to drive engagement and campaign performance
- Proficient in design and marketing tools, including Adobe Creative Suite and data analysis platforms
- Effectively communicates and collaborates across teams to ensure brand consistency and alignment
- Demonstrates creative thinking and strategic storytelling to enhance brand identity
- Adapts quickly in dynamic environments, responding to feedback and evolving market trends

Content Writer (Volunteer)

Proma, Kolkata, India | August 2019 – March 2023

- Tailored content to audience demographics and platform algorithms to boost engagement and relevance
- Optimized SEO by integrating niche-specific keywords, increasing organic traffic
- Contributed creative ideas in cross-functional sessions to enhance brand messaging and campaigns
- Used analytics to adapt content strategies based on user behaviour and feedback, improving conversions