CREATIVE DESIGNER & DEVELOPER

Arnab Deb

Brand & Graphic Design / Web Design & Development / Video & Reels / Meta Ads / SEO

EMAIL deb.arnabyt@gmail.com WHATSAPP +880 1746 287 449

LINKEDIN /in/arnab-deb-tubernetic PORTFOLIO tubernetic.com

BASE Sylhet, Bangladesh · Remote



PROFILE

I build brands that look considered and work hard. I take businesses from **no logo to a full identity**, a custom WordPress website and the ads, videos and copy that bring in enquiries, for clients in finance, property and migration across Australia. I hold a **Master of Information Technology** from Charles Sturt University.

EXPERIENCE

Meta Marketing Specialist

Sep 2026 to Present

Easy Aussie Migration Pty Ltd · Sydney · Remote

- Run Facebook and Instagram advertising end to end: strategy, budget, ad design, copy, reporting and 10 AI presenter videos a month.
- Set up Meta Pixel and Conversions API with ad level tracking, so **92% of ad enquiries** trace to the exact ad.
- Moved spend from crowded partner visa ads into protection visas and appeals, cutting reach cost by **45%**.
- Two month results: enquiries **+840%**, cost per enquiry **down 47%**, cost per consultation **down 78%**.

Freelance Brand & Web Designer

Jun 2021 to Present

Self employed · Remote · Portfolio at tubernetic.com

- **FinRex**, Sydney financial services: symbolic wordmark, full brand guidelines, stationery, merchandise and an animated, SEO optimised WordPress site.
- **Sovrex**, Sydney property group: brand identity and two websites hand coded in PHP and JavaScript. Plus a full launch kit for its Warnervale Garden development: brochure, deck, proposal and site sign.
- **Coast & Country Property Group**, NSW: website, brochures, auction campaign and email marketing, all copy written by me. One property sold on the spot.
- **Easy Aussie Migration**: social post system, Reels, pull up banner and community event posters.

Remote Admin Assistant & Document Designer

Aug 2025 to Feb 2026

D&A Construction Development Pty Ltd · Sydney · Remote contract

- Produced presentation ready floor plans from architectural drawings for council and client handover.
- Prepared and lodged OC and CDC applications to NSW requirements, and managed company email.

EXPERTISE

Brand & Print
Logo design, identity systems, brand guidelines, stationery, brochures, posters, banners, signage

Web Design & Dev
Custom WordPress themes, PHP, JavaScript, responsive layouts, structured data, speed and security

Video & Social
Reels and short form editing, ad videos, AI presenter videos, social content systems

Meta Ads
Campaign strategy, creative and copy, Pixel and Conversions API, enquiry tracking, reporting

SEO, AEO & GEO
Technical SEO, structured data, Search Console, content built to rank in Google and be cited by AI search

Copywriting
Website, brochure, email and ad copy written from scratch

TOOLS

Illustrator · Photoshop · InDesign · Figma · Canva · CapCut · HeyGen · WordPress · PHP · JavaScript · HTML / CSS · Bootstrap · Meta Ads Manager · Google Analytics · Mailchimp · MS Office · Notion

MORE EXPERIENCE

Proprietor
Jan 2020 to Present

AB Construction, family business · Sreemangal, Bangladesh

- Run a small construction business: budgets, site supervision, team coordination and client delivery.

Senior Executive
Nov 2019 to Apr 2020

CILL, English language institute · Dhaka, Bangladesh

- Managed administration, student relations and course promotion.

Assistant Manager
Sep 2009 to Dec 2017

McDonald's · Brookvale, Sydney

- Grew from entry level to assistant management over eight years, leading shift teams and daily operations in a fast paced global brand.

OWN PRODUCT

WEB APP · LIVE · SEO, AEO & GEO

TextlyPop textlypop.com

50+ free text tools that run in the browser, designed, built and launched solo, then grown through SEO, AEO and GEO: structured data, fast pages and content written to rank in Google and be cited by AI search.

756K	6.02K	12.8
Google impressions	Organic clicks	Average position

Google Search Console, Jun to Nov 2026, growing from near zero since October.

EDUCATION

Master of Information Technology
Charles Sturt University, Australia
2015 to 2017

Bachelor of Information Technology
University of Ballarat, Australia
2011 to 2012

Diploma of Education in IT
IIBITAUS, Australia
2009 to 2011

WORKING STYLE

Remote ready · Brief to launch · Design, code and copy · 8 years living in Sydney

REFERENCES

PROFESSIONAL
Surajit Roy
Principal Migration Agent, Easy Aussie Migration
Contact details on request

PROFESSIONAL
Olga Bragina
Former Admin, Coast & Country Property Group
Contact details on request

PERSONAL
Anupam Deb
Director, FinRex
Contact details on request

