



# Zoya Ansari

## PERSONAL DETAILS

- ✉ zoyansari@icloud.com
- ☎ +91 9820713661
- 📍 A/404, Sugra park, Malad E, Mumbai
- 🌐 [www.linkedin.com/in/zoya-ishak/](https://www.linkedin.com/in/zoya-ishak/)

## ACADEMIC BACKGROUND

- B.E IT Engineering - 2023  
**Thakur College of Engineering & Technology**
- HSC - 2019  
**Thakur College of Science and Commerce**
- SSC - 2017  
**St. Francis High School**

## HARD SKILLS

- SEO
- Paid Performance Marketing
- Programmatic Advertising, RTB
- Omni Channel Marketing
- Search Arbitrage
- Content Writing
- Programming Languages: C, C++, Python
- Data mining and Analysis
- Databases: MySQL,
- Technologies: HTML, CSS, JS

## KEY STRENGTHS

- Creative Thought Process
- Patient And Service Focused
- Work in Team Oriented Environment
- Excellent Problem Solver
- Detail Oriented & Result Driven
- Client Success Building

## ABOUT ME

- Experienced digital marketing professional with practical experience in devising and implementing extensive strategies to boost online visibility and drive ROI.
- Skilled in SEO, SEM, social media management, Google Ads, Facebook Ads, YouTube Ads, and Data analytics.
- Currently working as an Account Manager, handling diverse clients across luxury, healthcare, education, and e-commerce sectors, bridging strategy with execution while managing end-to-end campaign delivery.
- Proven track record of running & optimizing campaigns for maximum performance.
- Enthusiastic about staying updated on industry trends and leveraging emerging technologies to deliver effective, outcome-oriented solutions
- To work in a Team-Oriented Environment & maximize my skills & learning.
- To work as a Member to help society in possible ways.

## WORK EXPERIENCE

- Account Manager at Bright Brain **OCT 2024 – PRESENT**
- Ad Operation Executive & Account Manager at Kite Board Digital Media Pvt. Ltd. **July 2023 – Oct 2024**
- Social Media Manager at Great Punjab Restaurant Russia, Saint Petersburg. 2020-2023
- ISTE-TCET Working Committee Member 2021
- RC - TCET Digital Marketing Strategist 2020-2021
- Professional & Entrepreneurship Development Director & Social Media Manager at RC - TCET. 2020 - 2021
- Volunteered at RCMBE Club for Web Development 2019

## INTERNSHIPS AND ACHIVEMENTS

- Internship in Digital Marketing at Growth Heads.
- Social internship and certified at the Art of Living.
- Summer Internship through Institute in Digital Marketing.
- Successfully Completed And Certified By Google in the Fundamentals of Digital Marketing.
- Marketing Internship at Nob. Serv. Integrated Marketing Pvt. Ltd.

# CLIENT SUCCESS HIGHLIGHTS & PROFESSIONAL EXPERIENCE

## **Account Manager, Bright Brain Atlas SkillTech University**

**Oct 24 – Present**

- Planned campaigns across Google, Meta, and YouTube. Ensured smooth execution and reporting through team and client coordination.
- Upscaled and achieved SEO mandate while building client relationships
- Market research and activity identifying free PR agencies to help the brand's digital presence

### **LVNG Design Studio**

- Suggested A/B testing of Meta interest segments to improve targeting and reduce ad fatigue.

### **Skuccii Supercliniq**

- Rewrote homepage and key service pages using keyword + competitor research — improved Google rank from page 5 to 2 in a week.
- Created 3 SEO pages to boost organic visibility. Supported SEO score improvement and keyword ranking growth.
- Planned structure + keywords for 7 ad landing pages and tracked lead quality for ongoing campaign improvements.

### **Ship My India**

- Delivered high-quality leads via Meta and LinkedIn.
- Launched LinkedIn InMail + lead magnet campaign; proved location-focused messaging improved CTR & conversions.

### **Samarpan Recovery**

- Project Management: Led content + UX strategy for a 70+ page website revamp.
- Handled server migration coordination and QA; improved content flow and SEO readiness.
- Monthly Organic lead analysis and insights

### **Samarpan Health**

- Suggested creative shifts based on insights, improving lead quality and cost efficiency.
- Updated landing page keywords regularly to improve ad rank and impression share.
- Identified optimisation strategy to retain targeting organic 1<sup>st</sup> page keywords, and paused targeting for ads
- Upscaled and helped achieve the Website rewamp mandate within 20 days of launching the recovery website.

### **Mastek**

- Planned LinkedIn + Google B2B targeting strategy.
- Supported pitch success and rollout through timely insights and collaboration.

### **Spotted Cow**

- Understand new platforms like AiSensy and executed WhatsApp promotions single-handedly
- Market Research to identify content creators to help the brand grow its digital presence and brand recall through barter collabs
- Acted as a Marketing Manager and conducted professional product photo shoots

### **Travel Pilgrim**

- Supported the startup in transitioning its business from offline to online operations.
- Scaled digital footprint, mainly through targeted campaigns on Meta and Google, increasing reach and engagement.
- Consulted and helped draw the User Journey framework, improving lead flow and conversion rates.

## **Ad Operations Strategist & Account Manager, Kiteboard Digital**

**Jul 23 – Oct 24**

- Managed end-to-end campaign setup, trafficking, and optimization across omnichannel platforms, including native (Outbrain, Taboola), search, display, and BNPL placements.
- Handled performance strategy and real-time bidding (RTB) for advertisers like **Connexity** (CPC), **Ad.net** (CPC), **Shoptomix** (Rev-share), **FlexOffers** (CPA), **Kelkoo** (CPC), and **Noctemque** (CPA).
- Acted as SPOC for high-intent publisher partnerships, including **Zeropark**, **Intango**, and **Klarna**, managing traffic allocations, bidding strategies, source targeting, and credit negotiations.
- Executed search arbitrage campaigns, wrote ad copy, set bid strategies, and optimized performance daily across native platforms.
- Suggested and implemented dayparting strategies to boost ROAS and improve audience targeting by time zone.
- Delivered detailed weekly 7-day reports and monthly profit reports for leadership review and pacing strategy.
- Contributed to title placements, BNPL integrations, and ongoing A/B testing for Connexity and similar platforms to optimize visibility and conversions.
- Supported onboarding and performance ramp-up for new clients, improving campaign setup accuracy and reducing time to scale.
- Oversaw troubleshooting and pacing adjustments in collaboration with sales and tech teams, improving delivery accuracy and performance alignment.