CURRICULUM VITAE

Zayan Mirza

Digital marketing expert · *paid ads, SEO & analytics*

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PROFILE

Hands-on digital marketer with nine years in e-commerce, SaaS and local businesses. I plan, launch and optimise paid media, SEO and tracking myself — and report on revenue, not vanity metrics. $12M+ in ad spend managed at an average 4.8× return.

EXPERIENCE

2022 – now

Independent growth marketer

Self-employed · 40+ clients in 14 countries

- Grew Sundora Skin's paid-social revenue 268% in six months at 4.9× ROAS
- Took Orbitly's organic sign-ups up 340% with a topic-cluster SEO programme
- Rebuilt Greencrate's checkout: +87% conversion, +$410k a year

2019 – 2022

Head of performance

Growth agency, Dhaka

- Led a team of six media buyers and analysts
- Managed $6M a year across Google, Meta and TikTok
- Built the agency's Looker Studio reporting system

2017 – 2019

Growth marketer

E-commerce startup

- Took online revenue from $40k to $1.1M a year
- Launched Shopping, retargeting and e-mail flows

2015 – 2017

Digital marketing executive

Retail brand

- Social media, e-mail newsletters and first Google Ads account

SKILLS

Meta & TikTok ads · Google Ads & Shopping · GA4 & server-side tracking · SEO & content strategy · Landing pages & CRO · Klaviyo & e-mail flows · Looker Studio

CERTIFICATIONS

Google Ads Search · Google Shopping Ads · Meta Certified Media Buying Professional · Google Analytics (GA4) · HubSpot Inbound Marketing

Fictional demo document