

Faiza Ansari

Marketing Manager

CONTACT

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 Pune / Mumbai

PROFILE

-Media & Marketing Professional with 4+ years in digital campaigns, influencer marketing, and brand communication. Skilled in sales enablement, client management, and cross-platform content production. Proven track record executing high-visibility campaigns across hospitality, content, and media industries. Seeking Media Sales role to drive business growth through strategic campaign execution.

SKILLS

- Media Planning & Sales Support
- Client Acquisition & Retention
- Digital Campaign Execution
- Social Media & Influencer Strategy
- Brand Positioning & Communication
- Lead Generation & Prospecting
- Presentation & Pitch Development
- Relationship Management
- CRM Tools & Reporting
- Strong Negotiation Skills

EDUCATION

- M. H. Saboo Siddik College of Engineering | 2016-2020**
Bachelor of Technology, Electronics & Telecommunications
- Babasaheb Gawde Institute of Technology | 2013-2016**
Diploma in Electronics & Telecommunications

WORK EXPERIENCE

- Bold & Underline | 2024- Present**
Marketing executive
-Strategize and execute brand marketing plans for 14+ hotel properties
-Manage influencer collaborations, including onboarding, negotiations, and deliverables
-Pitch and execute video-driven campaigns to enhance brand visibility and engagement
-Handle multi-channel content distribution and scheduling aligned with brand goals
-Collaborate with clients and internal teams to align media objectives with business goals

- Freelancer | 2018-2022**
YouTube Channel Manager & Content Creator
-Managed content strategy, video production, and influencer tie-ups for channels with 20K+ subscribers
-Increased channel visibility through keyword optimization and digital promotion
-Negotiated and coordinated brand deals, enhancing monetization and viewer engagement

- Freelancer | 2021-2024**
Makeup Artist
-Managed client bookings and provided professional services at events and shoots
-Built a personal client base through word-of-mouth, strong service delivery, and effective promotion