

Faiza Ansari

Marketing Manager

CONTACT

☎ +91 9987481311

✉ faizamohdazamansari@gmail.com

📍 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