Zahra Lila Rita Stavis

15+ YEARS IN DIGITAL MARKETING, ANALYTICS & OPERATIONS

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San Francisco Bay Area | Open to Hybrid and Remote roles

**Professional Summary** Lifecycle and product marketing leader with 10+ years managing SEO, CRO, and website optimization initiatives for top companies including Google. Skilled in WordPress and CMS management, A/B and multivariate testing, on-page SEO, and UX improvements. Strong background in analytics (Google Analytics, Tableau, SQL) and cross-functional collaboration with engineering, design, and product teams. Holds a Master’s in Digital Marketing and Analytics with expertise in predictive modeling, customer engagement, and conversion strategy.

**Education** Master of Science (M.S.), Digital Marketing and Analytics | St. Edward’s University | May 2023  
 Bachelor of Arts (B.A.), History | Barnard College, Columbia University | May 2007

**Certifications** Google Analytics | Tableau | HubSpot (Digital Marketing, SEO, Content Strategy, Inbound, Social Media) | SEMRush | Salesforce | Marketo | Hootsuite | Facebook Blueprint

**Work Experience**

**Digital Marketing Promotions & Partnerships Manager, ChromeOS** Google (vendor), San Jose, CA | Aug 2023 – May 2025

* Managed ChromeOS App Mall and Google Play campaigns across websites, newsletters, and retail surfaces, driving a 170% sales lift (13K+ units) and 25% YoY growth.
* Built SQL-driven Looker dashboards pulling from 100+ sources to analyze site and campaign performance.
* Developed multi-touch attribution models using Google Analytics and Tableau to improve CRO and optimize spend.
* Collaborated in Figma to prototype landing pages and UX content; partnered with IT and engineering on compliance in 78 locales.
* Used HubSpot for partner CRM tracking, segmentation, and performance reporting.

**Content Strategist, Critical User Journey Team** Google (contract), Mountain View, CA | Mar 2022 – Jan 2023

* Designed content and UX strategy across Google Search, Photos, and Shopping, improving site discoverability and user journeys.
* Conducted SEO audits with SEMrush, boosting engagement by 40%.
* Increased qualified leads by 170% through CTAs and funnel optimization.
* Validated UX improvements with Hotjar, eye-tracking tools, and A/B testing.
* Oversaw WordPress and Drupal-based deployments, ensuring SEO and accessibility compliance.

**Account Marketing Manager** Design Crane Agency, Remote | Apr 2020 – Mar 2022

* Executed full-funnel CRO and SEO campaigns for healthcare, retail, and tech clients, reducing CPL by 35% via A/B testing and segmentation.
* Directed website redesigns in WordPress and HubSpot CMS, increasing organic traffic by 25% and overall site traffic by 60%.
* Ran UX and landing page tests (Google Optimize, Hotjar, Crazy Egg) to drive higher conversions.
* Collaborated with clients on SEO keyword research, link structure, and content optimization for discoverability.

**Security Education Communications Specialist** Palo Alto Networks (contract) | Oct 2019 – Apr 2020

* Designed content and microsites for a global security education campaigns reaching 10K+ employees.
* Applied segmentation with Salesforce and Constant Contact to increase engagement.
* Maintained accessibility and compliance standards across digital learning materials.

**Security Analyst, Google Play** Google (contract), Mountain View, CA | Apr 2018 – Sep 2019

* Conducted compliance checks and web content quality reviews for Play Store apps.  
  Automated dashboards in Tableau and SQL to report security findings and optimize workflows.  
  Produced internal newsletters for 6 teams with consistent branding and UX.

**Communications Manager (Interim)** Cisco (contract), San Jose, CA | Nov 2017 – Feb 2018

* Increased Twitter engagement 1800% and site traffic 2400% with optimized content and SEO-driven campaigns.
* Managed UX and branding for global conferences and internal websites.

**Operations Content Review Specialist, Google Play** Google (contract), Mountain View, CA | Mar 2017 – Nov 2017

* Reviewed 400+ apps daily for content compliance and accessibility.
* Partnered with developers to resolve metadata and SEO-related policy violations.

**Growth Marketing Manager** 510 Tech, Berkeley, CA | Jan 2015 – Feb 2017

* Increased web traffic 50% and product sales 17x through SEO and inbound campaigns.
* Managed WordPress e-commerce sites with consistent metadata, schema, and structured data.
* Built automated nurture flows in HubSpot and Mailchimp to optimize conversion journeys.

**Demand Generation & Analytics Expert** NYCTek, NY | Aug 2013 – Dec 2014

* Drove 300% ROI on SEM, social, and email campaigns.
* Built dashboards in Google Analytics and Tableau for traffic and CRO tracking.
* Implemented lead scoring and pipeline automation in Zoho and HubSpot.

**Digital Engagement Specialist** GrowNYC, NY | Nov 2012 – Aug 2013

* Increased Drupal-based website traffic by 400% via content optimization and on-page SEO.
* Improved newsletter performance 20% through A/B testing subject lines and layouts.

**Digital Marketing Specialist** NYCTek, NY | May 2007 – Oct 2012

* Delivered SEO, CRO, and content strategies for SMB clients using WordPress, GA, Mailchimp, and Hootsuite.
* Built and optimized blogs, microsites, and campaign landing pages.

**Skills** Website Management: WordPress, HubSpot CMS, Drupal | SEO/SEM | CRO | A/B Testing (Google Optimize, Hotjar, Crazy Egg) | HTML/CSS | Google Analytics | Tableau | SQL | UX Strategy | Content Strategy | Figma | Project Management (Jira, Asana)