

# Zuha Khan

[zoh-ha kh-ahn]

## MEDIA BUYING/AD OPS:

- Facebook, Instagram, OneView, Xandr, Adelphic, Snapchat, Twitter, Outbrain, Teads, Google Search, Youtube, Campaign Manager, and Direct Buys (NYT, WSJ, Politico, Hulu, Vevo, Roku)

## EXPERIENCE

**MEDIA SUPERVISOR**, *Trilogy Interactive, LLC* † Berkeley, CA † Jan. 2021 – Present

**SENIOR MEDIA PLANNER** † Jan. 2020 – Dec. 2020

- Successfully managed over \$3,500,000 in advertising spend across 17 clients.
- Produced over 45 media plans spanning acquisition, brand awareness, & persuasion programs.
- Optimized a ballot initiative campaign's efforts to obtain digital petition signatures through tailored ads resulting in a 22% increase in conversion rate & a 52% decrease in CPA.
- Gathered ad targeting research on the local Bay Area Vietnamese community for a U.S. Census ad campaign, which led to successfully reaching the target audience, target CTR & click volume.
- Lead persuasion advertising campaigns for four San Francisco supervisor districts across multiple platforms, which helped secure Democratic/Progressive wins in three districts.
- Consulted on the development of a diverse perspectives staff group that improved ad campaign strategy, & honored consent, while avoiding tokenization of staff from marginalized backgrounds.
- Conducted a training at Netroots Nation 2020 on navigating political advertising certifications.

**ADVERTISING CONSULTING**, *Self* † Fremont, CA † Jan. 2020 – Present

- Justin Sha for Fremont Mayor:
  - Volunteered media services, advertising & creative strategy, resulting in ad campaigns reaching over 41,000 Fremont voters, achieving 245,000 ad impressions, & over 15,000 completed video views. Sha won 25.5% of the vote, landing in 2<sup>nd</sup> place after running against a powerful incumbent.
- DigiStor Pakistan:
  - Provided paid media services, advertising & creative strategy, resulting in an increase in online and phone orders of electronics products, & brand awareness (235,000 people reached).

**MEDIA PLANNER**, *Trilogy Interactive, LLC* † Berkeley, CA † Jan. 2019 – Dec. 2019

**ADVERTISING ASSOCIATE** † Sept. 2017 – Dec. 2018

- Successfully managed over \$9,300,000 in advertising spend for 15 clients.
- Launched an 18-state ad campaign for a non-profit client, handled campaign activation, client communication, reporting; resulted in over 41,000 letters to senators at a CPA of \$6.50 to encourage support for Medicare Part B.
- Led an ad campaign for a non-profit client trying to pass a measure in Massachusetts' state legislature; it resulted in over 1,400 letters & 300 tweets sent to 11 members of the Massachusetts legislature; it achieved 2,800,000 impressions, and over 550,000 completed video views; the measure passed allowing MassHealth (state Medicaid & CHIP) to negotiate drug prices saving MA residents over \$80,000,000.
- Pioneered an initiative to develop a roster of Spanish language translators.

**DIGITAL MARKETING ASSOCIATE (CONTRACTOR)**, *Susby Internet Solutions* † Oakland, CA † Jan. 2017-Oct. 2017

- Created an editorial calendar for The Pickwick Hotel covering Facebook, Twitter, Instagram, and blog posts.
- Established/developed their Instagram; averaged 100 impressions/60 reach/20 profile views/week via organic.

**EDITORIAL ASSISTANT**, *University of California Press* † Oakland, CA † Mar. 2015-Sept. 2017

- Project managed 50 authors/year by guiding them through manuscript, art, and permissions preparation.

## EDUCATION

- San Francisco State University: Digital Marketing Certificate, August 2016
- University of California, Davis: B.A. in Comparative Literature, minor in Communication, June 2014

## ACCOLADES

- ADCOLOR Future 2020