

ZUHA KHAN_[zoh-ha kh-ahn]

WHY WORK WITH ME

I'm an advertising sales professional with 8 years in the advertising industry and over 10 years of experience managing client relationships.

I've handled upwards of \$80M in advertising spend, driving impactful digital advertising strategies for Fortune 100 companies and campaigns in the non-profit and political sectors. I excel at solving problems collaboratively, managing projects with precision, and fostering positive, productive team environments. My approach combines efficiency, finesse, and data-driven decision-making.

EXPERIENCE

Gray Area

ADVERTISING CONSULTANT *Jan. 2023 – Present*

- Revamped Gray Area's Google Search campaign for venue rentals, boosting clicks by 56% in 2024.
- Managed ad campaigns for concerts and art exhibitions, achieving a 0.36% CTR and reaching 1.2M users.
- Provided creative direction and insights from ad performance.

Google

SR. ACCOUNT MANAGER, PROGRAMMATIC *Oct. 2023 – Apr. 2024*

ACCOUNT MANAGER, PROGRAMMATIC *Sept. 2021 – Oct. 2023*

- Successfully managed account relations, protecting and growing over \$67M in advertising spend across 4 Fortune 100 companies in the financial services, B2B, and insurance industries.
- Collaborated on a Connected TV consolidation pitch with product experts, increasing client spend from \$4M to \$40M in FY24, and managed post-sale execution.
- Spearheaded a DV360 DSP (Google enterprise-level ads platform) consolidation pitching frequency management efficiencies that drove a \$16M ad spend increase and 15% efficiency gains.
- Established engagement model and managed all communications with key client stakeholders and agency teams, produced tailored materials on DV360 updates and features, betas, and opportunities.
- Managed a provisional team member, providing regular check-ins, training, and professional development. His success led to being hired as an account manager on an adjacent team.

Trilogy Interactive, LLC

MEDIA SUPERVISOR *Jan. 2021 – Sept. 2021*

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

- Delivered media plans, and handled campaign activations, optimizations, and client communications for over \$3.8M in paid social and programmatic buys across 19 clients.
- Improved a petition campaign's sign-up rate by 40% (from 18%) and cut the cost per acquisition by 54% (from \$20.47 to \$9.28 via data analysis and collaboration).
- Boosted the conversion rate from 10% to 22% for a campaign collecting survey responses by recommending creative and landing page optimizations.
- Developed media plans, ads reporting, analysis, and optimization suggestions to internal stakeholders and clients in a digestible, straightforward manner.

MEDIA PLANNER *Jan. 2019 – Dec. 2019*

ADVERTISING ASSOCIATE *Sept. 2017 – Dec. 2018*

- Directed over \$9.3M in paid social and programmatic buys for 15 clients.
- Led an advocacy ad campaign that drove 1,400 letters, 300 tweets, 2.8M impressions, and 550K+ video views, contributing to legislation saving Massachusetts residents \$80M in taxes.
- Presented advertising best practices at Netroots Nation, sharing insights from a \$5M acquisition campaign that secured 5M sign-ups at a CPA under \$2.

University of California Press

EDITORIAL ASSISTANT *Mar. 2015–Sept. 2017*

- Project-managed and published 50 authors per year guiding them through manuscript preparation.

ADVERTISING OPERATIONS & MEDIA BUYING SKILLS

- DSPs: DV360, Roku, Adobe, Adelphic (Ad Server: Campaign Manager)
- Social Media: Facebook, Instagram, Snapchat, YouTube
- Native Advertising: Outbrain, Teads
- Search: Google Search, Bing
- Traditional: Cable TV and Direct Buys (NYT, WSJ, CBS, Politico, Hulu, Vevo)

EDUCATION

- San Francisco State University: Digital Marketing Certificate, August. 2016
- UC, Davis: B.A. in Comparative Literature (French), minor in Communication, June 2014

ACCOLADES

- Innovative Selling Award (2023): Honoring sales excellence in Google’s Financial Services sector.
- ADCOLOR Future 2020: Recognized as one of 30 young advertising pioneers in the industry.