

# KULSOOM KOUSAR

(Alias- Zoya)

## FULL STACK DIGITAL MANAGER-VA

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### SUMMARY

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I'm a Virtual Assistant with over 9 years of experience supporting executives and teams through efficient communication, organization, and project coordination. Skilled in CRM and CMS management, HR support, digital marketing, and workflow automation, I help streamline operations and drive productivity. Proficient in tools like HubSpot, Salesforce, Zoho, Trello, Asana, ClickUp, and GoHighLevel (GHL), I also specialize in managing WordPress websites, content updates, and online branding. I combine tech-savvy precision with a people-focused approach to deliver reliable, creative, and results-driven virtual assistance.

### PROFESSIONAL EXPERIENCE

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#### Chief Marketing Officer – CodeAutomation.ai

Nov2019 – Dec 2025

- Led Product Operations by building and managing marketing funnels in GHL, ensuring smooth integration with sales pipelines.
- Automated workflows with Make.com, HubSpot, Salesforce, and Zoho, reducing manual tasks and improving lead response time.
- Oversaw QA and testing teams, creating checklists, sprint reviews, and bug tracking workflows in Jira, improving product stability.
- Designed and implemented A/B tests, collecting and analyzing product performance data to optimize funnel conversion rates.
- Produced executive-level reports and performance dashboards, presenting complex product workflows as clear milestones.
- Proactively identified risks, developed mitigation strategies, and ensured cross-functional teams remained aligned with product objectives.
- Created SOPs and playbooks for repeatable processes, ensuring scalability and operational consistency.

#### Project Coordinator – Chatrx.md

Jun 2024 - Jan 2026

- Supported program execution strategy for marketing and content initiatives, ensuring timely delivery and alignment with organizational objectives.
- Coordinated cross-functional collaboration among designers, writers, and developers to accelerate execution and maintain quality standards.
- Managed campaigns via Meta Suite, tracking KPIs and preparing performance reports for leadership.
- Collected and analyzed project data to identify performance trends, developed dashboards, and shared insights with stakeholders to guide decision-making.
- Developed risk logs and status updates to improve transparency and mitigate project challenges.

#### Operations & Project Assistant – Prolific Brands

Jun 2022 -May 2024

- Managed project execution workflows using ClickUp Whiteboards, reducing communication delays across teams.
- Oversaw timelines for email marketing campaigns in Klaviyo, ensuring compliance and punctual delivery.

- Developed reports on project progress, proactively highlighting risks and dependencies.
- Enhanced collaboration by maintaining centralized documentation and dashboards for leadership visibility.

### **Virtual Assistant & Project Support – Shorichek.com**

**Sep2024 - Dec 2024**

- Built blogs, funnel pages, and automation workflows via System.io and HubSpot to support marketing campaigns and increase lead generation efficiency.
- Created and managed task pipelines in Trello and ClickUp, improving project visibility, reducing missed deadlines, and enabling better workload distribution.
- Coordinated with designers, video editors, and SEO specialists to deliver optimized content, including videos, thumbnails, and blog posts, aligned with brand strategy.
- Produced weekly project performance updates and dashboards, ensuring stakeholders had visibility on content output and campaign timelines.

### **Chief Marketing Officer – WebRemarks**

**Mar 2022 - June 2024**

- Directed multiple SEO, Google Ads, and WordPress development projects, ensuring measurable performance improvements in rankings, CTR, and ROI.
- Supervised distributed teams of QA testers, developers, and marketers, using Jira and Asana to manage sprints, track issues, and align deliverables with company objectives.
- Streamlined project execution processes, reducing turnaround time for campaign launches by 25% and improving overall productivity.
- Conducted progress reviews and stakeholder meetings, providing status reports, risk assessments, and roadmap updates.

### **Project Manager – KaliberGlobalOct**

**Oct 2020 - Mar 2021**

- Oversaw Amazon FBA operations, including product launches, PPC campaigns, and influencer collaborations.
- Used Asana to assign tasks, monitor progress, and ensure deadlines for content calendars and SEO deliverables.
- Designed standard operating procedures (SOPs) for product listing optimization, streamlining onboarding for new staff.
- Coordinated with cross-functional teams (design, copy, PPC managers) to ensure smooth execution of marketing projects.
- Delivered weekly reports on campaign and project status, highlighting successes and risks. Oversaw content lifecycle management (blogs, landing pages, campaigns), ensuring messaging aligned with brand positioning and market strategy.

### **Meta Leads & GHL Handling – Autoclean**

**April 2024 – Jan 2026**

- Executed lead management and automation strategy using Meta Ads and GoHighLevel, ensuring client account handling and follow-ups.
- Monitored campaign KPIs, analyzed lead performance, and shared insights to improve conversion rates.
- Maintained workflow status updates and resolved automation issues to ensure smooth execution.

### **Social Media Content Management – ChatRx**

**Jun 2024 - Mar 2025**

- Supported content execution strategy across social platforms, ensuring alignment with brand and marketing objectives.
- Coordinated with designers and writers to deliver high-quality content on schedule.
- Tracked engagement metrics and shared performance insights to optimize content strategy.

## **Marketing Automation & Content Creation – Realty OneGroup Action** **Dec 2025**

- Executed marketing automation and content marketing using GoHighLevel, supporting real estate lead nurturing programs.
- Coordinated cross-functional teams to accelerate campaign execution while maintaining quality standards.
- Analyzed campaign performance and provided regular status updates to stakeholders.

## **Shopify Store Management - Energetic Nutritionist** **Jan 2024 - Mar 2025**

- Supported Shopify store operations and content updates to ensure smooth execution of e-commerce initiatives.
- Coordinated with marketing and product teams to maintain accurate listings and timely updates.
- Monitored store performance metrics and addressed operational issues proactively.

## **Frontend Dev & SEO Support- TheKickBoxClub.com** **Jan 2024-Sep 2025**

- Supported website enhancement and SEO initiatives to improve user experience and online visibility.
- Collaborated with developers and designers to implement frontend updates efficiently.
- Monitored site performance and resolved technical issues to maintain platform stability.

## **Shopify Management & SEO- ShopCoachineal** **Oct 2025 - Present**

- Coordinated SEO improvements and web fixes to enhance site performance and usability.
- Tracked progress and shared status updates to ensure timely delivery.
- Executed website updates and Shopify optimizations aligned with marketing objectives.

## **Content Creator & Social Media Manager- AGR Technology** **Nov 2025 - Present**

- Supported content and marketing execution strategy across social platforms.
- Coordinated with creative teams to deliver engaging visual and video content on schedule.
- Analyzed engagement data and shared insights to guide content decisions.

## **Digital Marketing & Growth Strategist (Freelance)** **JAN 2025 – Oct 2025**

(Broker Botix, Code Automation AI, Power Your Fun, H3 Technologies)

- Designed ROI-focused paid media strategies for SaaS, AI automation, and service-based brands, generating up to 3x qualified leads without increasing ad spend.
- Optimized blogs and landing pages for SEO-driven traffic growth and conversions.
- Developed A/B tested messaging frameworks targeting pain points of mortgage brokers and realtors to improve CTR and lead quality.
- Built high-converting omnichannel funnels using GoHighLevel and HubSpot

Portfolio

<https://drive.google.com/drive/folders/13CsgpEkm7PuvYk85UEM8pIZoGkDEINMu>

IG Reel

[https://www.instagram.com/reel/C\\_cuJnyICGQ/](https://www.instagram.com/reel/C_cuJnyICGQ/)

FB Reel

<https://www.facebook.com/share/v/14RPX3GJci/>

Carousel

[https://www.instagram.com/p/DFvS1W\\_TFJW/](https://www.instagram.com/p/DFvS1W_TFJW/)

SEO Blog

<https://thectoclub.com/software-development/agile-testing-methodology/>

Agile Testing - The CTO Club

<https://thectoclub.com/software-development/agile-testing-methodology/>

Throughput Testing - Qalified

<https://qalified.com/throughput-performance-testing/>

Shopify SEO Product Content

<https://www.amazon.ca/CA-Nail-Care-Professional-Stainless/dp/B08PW5MWTV>

## SKILLS

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- Virtual Assistance & Administrative Support
- Project & Task Management
- Recruitment & HR Coordination
- CRM Automation
- CMS Management
- Workflow Automation
- Digital Marketing
- E-commerce Operations
- Social Media Management
- Creative & Editing Tools
- Documentation
- Data Analysis
- Training & Team Support

## Tools & CRM

- Trello
- Asana
- Jira
- ClickUp
- Microsoft team
- Zoom
- Notion
- Slack
- GoogleWorkspace(Sheets,Drive)
- GohighLevel
- HubSpot CRM
- Salesforce
- Zoho CRM
- Klaviyo
- Pipedrive
- Momence
- Napcha
- Buffer
- Later
- Rush
- ChatGPT
- Copy.ai
- Runway ML
- Godaddy
- Zapier
- Google Drive
- Dropbox
- Loom
- Skool
- Sprout Social
- Buzzprout
- Wise
- Caption.ai
- Hashtagify
- Pexels
- Canva Magic Media

## Other Skills & Tools

- Canva
- Adobe Photoshop
- Haygen
- Capcut
- Social Media Management
- Meta Suite
- Hootsuite
- Content Creation
- SEO & SEM
- Google Ads
- WordPress
- Shopify
- Amazon
- Ebay
- InShot
- HTML
- CSS
- Javascript
- Github
- GIT
- AWS
- Figma
- Wix
- System.io
- Magento
- MySQL
- Flux.ai
- Midjourney
- Envato
- Pinterest
- Sanity.io

## EDUCATION

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### **University of the Management and Sciences (UMT) – Master's in CS**

Object Oriented Programming, Data Structures and Analysis, Software Engineering, Databases, Web Programming.

### **University of Punjab – Masters in English Lit**

English Literature, Short Stories, and American History.

### **University of Punjab – Bachelor of Fine Arts**

Fine/Studio Arts, General

## CERTIFICATION

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- IELTS Proficiency Exam { General (2020), Academic (2023)}
- Duolingo Proficiency Exam in English 6