

# Zion Zanzuri

## Senior client management & strategy

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[Portfolio & case studies](#)

Senior client leader with 12+ years in digital marketing, managing client portfolios, substantial advertising budgets and cross-functional teams. Combines strategic planning, retention and account growth with hands-on expertise in campaigns, creative, search and conversion optimization.

### EXPERTISE

#### Client leadership

Senior account management, retention and growth, executive relationships and concurrent project delivery.

#### Strategy & performance

Strategy, budgets, cross-platform PPC and e-commerce campaigns. Data-driven optimization; SEO, AEO, GEO and CRO.

#### Creative & execution

Creative direction, influencer management, Canva design, and AI video and graphics.

### EDUCATION

#### Digital Marketing & Management

HaBetzefar

2014 - 2015

#### SEO & Website Promotion

John Bryce

2015 - 2016

#### B.A. in Engineering & Logistics

Sapir College

2008 - 2012

### LANGUAGES

Hebrew - Native · English - Fluent

### EXPERIENCE

#### BRANDY · Head of Operations & Creative

January 2025 - Present

- Lead 15-20 B2B and B2C accounts in parallel, from onboarding and strategy to media, creative and optimization.
- Manage senior client relationships, performance reviews and crisis communication, with focus on retention and growth.
- Analyze Meta, Google, CRM, website and sales data to guide decisions and improve lead quality, conversion and business performance.

#### Digital Brandz Marketing · CEO & Founder

January 2014 - December 2024

- Founded and led a digital agency serving clients in Israel and America across performance, SEO, web and brand growth.
- Owned client strategy, delivery, reporting and retention, with full commercial responsibility for the business.
- Built acquisition and conversion programs across search and social, websites, local search and conversion optimization.

#### KATZ LOGISTICS · Senior Division Manager · Deputy VP

2005 - 2015

- Led a business division with dozens of employees and managed major enterprise and public-sector client portfolios.
- Partnered with CEOs and senior executives on tenders, commercial discussions and long-term account relationships.
- Led customer service, operations and nationwide field teams, setting service standards and operational processes.
- Managed high-pressure situations across clients and staff, combining people leadership with hands-on execution.