Zoya Kou
Full Stack Digital Manager

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PROFESSIONAL EXPERIENCE

I've been working as a QA, Project Manager, CMO and a lead digital marketer for more than 9 years now, and I really enjoy it! I work with people who are looking to get their business off the ground, or who just need some extra help around the clock. My clients always appreciate my work.

Also as a QA Expert I Design and develop the automation architecture and test framework, manage resources, monitor the process and identify the lacking software quality, then start implementing the approaches.

I enjoy helping others in any way that I can whether it's by offering advice or helping them write their copy for landing pages or emails.

I've worked on projects ranging from blog writing to technical web applications (including eCommerce i.e Amazon & Shopify), so whatever the project requirement is, I always prove myself capable of handling it.

CodeAutomation.ai — Senior Project & Chief Marketing Officer

Nov 2019 - PRESENT

I initially joined CodeAutomation.ai as a Project Manager, where I focused on leading teams, developing robust testing frameworks, and enhancing operational efficiency.
Later, due to my polished digital marketing expertise, I transitioned to the role of CMO, where I was responsible for driving CodeAutomation.ai's strategic marketing and brand growth.

- Lead Generation & Influencer Outreach: Identified leads and reached out to influencers using LinkedIn Sales Navigator and BuzzSumo.
- CRM Tools Proficiency: Managed customer relationships using Salesforce, HubSpot, and Zoho CRM.
- Project Management
- Leading the marketing team
- Lead and motivate subordinate to develop employee engagement and build their trust to develop a high performing managerial team
- Handle web designing using wordpress
- Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Develop automation testing framework for Web and Mobile apps.
- Implement the automation tests for Web and Mobile apps.
- Automation testing for regression, sanity and smoke and new features tests.

Overall SKILLS

- Virtual Assistance
- Social Media Management
- Data mining
- QA (Manual & automation Engineering)
- Write the testing strategy for manual and automation testing
- Implement the best approaches
- Develop Test-Cases for manual and automation testing.
- Script using Selenium, Cypress, Protractor, Appium, Postman, JMmeter, Load Runner, K6
- Software, Data & Web Service Testing
- Business Analysis
- Investigate & Debug Issue in Automation Script
- Ensures End-to-End delivery
- Focus on improving Quality Assurance and Quality Control
- Technical Writing
- Grant Writing
- Lead generation
- Salesforce Expert
- Data analysis
- Influencers Outreaching
- Youtube channel management
- Graphic Designing using Canva
- Amazon Seller Central Expert
- Shopify Expert
- Ecommerce management
- Expert in Fb and TikTok Ads
- Google ads Campaign

- Proactively identifies and effectively assesses improvement opportunities (efficiency gains, cost savings, etc)
- Exhibit strong initiative; self-starter. Inspires others toward common goals.
- Experience in a multi-platform server OS (Windows, Mac) enterprise environment
- Experience in all phases of the life cycle, including requirements/user story analysis, test planning, estimation, scheduling, testing, defect tracking, and reporting
- Strong analytical experience and innovative solutions in Web-based Application and Service Testing, Functional, Integration, Browser and Regression Testing
- Familiarity with mobile manual and automated testing strategies.
- Experiences with bug tracking systems, like Quality Center and JIRA
- Mentor team in test automation full coverage.
- Participate in hiring QA Engineers.
- I have fully managed the following projects including team management, Design, Development, Testing, Marketing, Shopify, and Social media management:
  - **Tracely** Mobile App project
  - **Northbin** Shopify E-commerce project
  - Managed **Nail Care products on Amazon**

SpeechLab.ai — Senior Manual and Automation Expert
January 01,2024 - July 29, 2024
- Built and executed manual test cases and test reports to ensure software quality and reliability.
- Utilized TestRail and Jira for organizing and managing test cases efficiently.
- Worked within an Agile team on weekly sprints, collaborating closely with developers and product managers.
- Conducted exploratory testing to identify potential issues and ensure comprehensive test coverage.
- Managed and organized tickets in JIRA and Notion effectively.
- Set up environments and recommended online platforms for cross-browser testing.
- Participated in the documentation process to ensure clarity and comprehensiveness of technical and test documentation.
- Developed and executed automated test scripts using Python and JavaScript-based QA test frameworks.
- Leveraged browser Devtools and browser debugging software such as Jam

- Linked in campaigns management
- Wordpress development
- Shopify Expert
- Sanity
- SEO

TOOLS & EXPERTISE
AS A VA - Expert in these:

- Wordpress
- Css
- Html
- Php
- Js
- Sanity
- Shopify
- Amazon
- Ebay
- bootstrap
- Canva
- Doodly
- Adobe
- Gdocs & Spreadsheets
- MS Office
- Hootsuite
- Semrush
- ahrefs
- Meta Business Suite
- Hubstaff
- Monitask
- trello

AS a QA - Programming Languages:

- Java
- JavaScript
- Node, C#
- Python

Automated Testing & Reporting:

- Selenium Web driver
- Cypress
- Appium
- Cucumber
- Gherkin
- Selenium RC and IDE.

for cross-browser testing.

- Gained experience in testing text editing applications and familiarity with ASR, NLP, and AI technologies and testing.

Quizgecko – Expert QA Tester (Android and IOS)

January 2024 - June, 2024

- Conducted comprehensive testing for a React Native app aimed for release on iOS and Android platforms.
- Identified bugs and awkward UX issues, providing detailed reports to the development team.
- Offered recommendations to improve the app's user experience and increase the chances of approval on the App Store and Play Store.
- Ensured the app met all necessary guidelines and standards for a successful first-time approval.
- Worked remotely, aligning with the project requirements to deliver timely and effective testing results.

WebRemarks—CMO

Mar 2022 - Present

- Provide the best appropriate solutions to the client according to their needs.
- Content writing.
- Work on Keyword Planning Tools, Google Ad Manager, Google Analytics, and other popular ad platforms
- Work on Keyword Planning Tools, Google Ad Manager, Google Analytics, and other popular ad platforms
- Expert in web designing and creating landing pages using wordpress
- Proficient in CSS, HTML and JS (pro in bootstrap)
- Lead, assist, guide, and support the QA team in order to achieve defect-free and best quality of software.
- Focus on quality, enhancement and always looking for improvements.
- Deal with DevOps processes, technologies, and best practices.
- Applied my analytical skills to drive to identify issues, escalation, resolution, and closure, with demonstrated ability to continuously assess and improve processes.
- Prioritize multiple tasks, and use them to solve problems under the pressure.
- Strong written and verbal communication skills and interpersonal relationship skills
- Strong Social Media Management Skills such as caption writing,

- Wireframe / Mockup. SpiraTeam 4.0

Unit and Automation Testing Framework:

- TestNG
- JUnit
- NUnit
- PHPUnit
- Robot Framework
- Keyword-Driven
- Data-Driven framework
- Hybrid framework

API & Web Services Testing:

- SoapUI
- Postman

Database:

- Mongo, Postgres
- My SQL, MS SQL Server 2005, 2008 & 2012, MySQL, SQL

MSOffice:

- Azure
- MS Office 2013,
- MS Project 2013,
- MS Visio 2013
- Teams
- notion

Management Tools:

- Helix ALM
- Jira
- Trello
- Asana

scheduling, Influencers Outreach, post/stories designing on canva.

THIGROUP.CO.UK — *Sr. Assistant to the Directors / Lead Generator/*

Social Media Manager

Oct 2021 - Present

- Data Analysis for business acquisition
- Email handling
- SEO handling
- Proficient in research
- Coordination and arranging meetings on Zoom and Microsoft Teams
- Creating Meeting events on Calendly
- Social Media Marketing and SEO of the following 6 sub-businesses of THI Group:
    - Aldford Aluminium Products Ltd
    - Window World Retail Limited
    - Warmerroofs
    - JA Home Improvements
    - D R Garage Doors
    - DNA Home Improvements
- I always available by phone, text or email
- Time management, organization & effective communication skills
- Lead generation for business acquisition in the UK.
- Managing various companies to bring the best business for acquiring
- Social Media management
- Creating and scheduling posts
- Managing posts using SocialPilot
- Graphic designing using Canva and adobe illustrator
- Data management
- Meet time-sensitive deadlines with high-quality work

Kaliber Global — *Sr. Social Media Manager/Writer/Amazon FBA Expert*

Oct 2020 - july 2021

- I have written blogs for MomChoiceAwards winning products by KaliberGlobal.
- I have provided personal assistance to a few of the top-level executives.
- I handled social media profiles of the individual clients and businesses including:
- Social Media post writing
- Social Media posts designing using Canva
- Instagram Influencers Outreach
- Specific assignments executed on a regular basis

- MSTestCase Management

Code Hosting Platforms:

- GitHub
- Microsoft Visual Studio Team Services

CI/CD Tools:

- CircleCI
- GitLab
- Jenkins

Portfolio
Freelancing profile:

- https://www.upwork.com/freelancers/~01823bc1bb1258ae0a?viewMode=1

- https://www.fiverr.com/zoyakousar?up_rollout=true

Writing Projects:

- https://aqlem.org/
- https://theqalead-com.webpkgcache.com/doc/-/s/theqalead.com/agile/)
- https://powerurfun.com/
- https://usatoyz.com/
- https://qalified.com/news/
- https://force1rc.com/
- https://www.amazon.ca/CA-Nail-Care-Professional-Stainless/dp/B08PW5MWTV
- https://chicfashic.com/
- https://qalified.com/throughput-performance-testing/

Domains

I have experience of tons of projects, mentioning fewer domains below.

- Consultancy business applications
- Marketing

- I have managed amazon products from hunting to getting it approved, keywords research, creating its copy, reviews handling, finding its retail resource and getting it live on the relevant US market.
- Task management using Asana
- Created SOPs

Chicfashic — *VA/ Social Media Manager/ WP Expert (freelancer)*

Oct 2021 - Feb 2023

- Handle tasks of social media management such as writing post/stories
- Manage Meta business Suite
- Designing of stories and posts using Canva
- IG outreach
- Handling Wp related all tasks
- Writing blogs
- Email management
- Worked closely with CEO

Unickapps —Sr. Software Automation Engineer and ASO

Oct 2015 - May 2016

- ASO of the app
- Automate web application testing using Selenium WebDriver, REST API and Appium testing
- Ability to quickly research and learn new programming tools and techniques
- Work closely with Developers and Product Management to maximize product quality and maintain accurate defect tracking records
- Assist and guide the team and provide training.
- Review of SDLC process, requirements specification, software development.
- Software debugging and troubleshooting.

Aqlem.org — *VA / Content Manager/ Wp Expert*

Oct 2016 - Mar 2018

- Understand project and workflow.
- Write grants
- Handled web designing and CMS using wordpress
- Handle emails and response on time
- Write Web Content.
- Social MEdia Management of the company

- Boats
- Fashion
- Grants
- eCommerce
- AI apps
- Visualization
- CRM
- Educational
- Healthcare
- Law
- Tax and business
- Real estate etc

LANGUAGES

- English (Proficient)
- Urdu (Native)
- Turkish (Beginner)

- Manage logs of employees.

EDUCATION

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

Oct 2017 - Sept 2019

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

M.A.O College — *Masters in English Lit*

Jan 2014 - Mar 2016

English Literature, Short Stories, and American History.

Fatima Jinnah College — *BFA*

Fine Arts, English, etc.

Pakistan International School Riyadh(Saudi Arabia)— *S.S.C*

Physics, Chemistry, Computer and Math.

Certification

- IELTS Proficiency Exam { General (2020), Academic (2023)}
- Google Ads Display Certification
- Google Ads Shopping Certification
- Duolingo Proficiency Exam in English