

Zaid Ansari

Senior Content Creator – Personal Finance

Lucknow, Uttar Pradesh · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Personal finance creator with six years of Hindi explainers on budgeting, insurance and first-time investing for salaried and small-town audiences. Leads a small team across long-form YouTube, shorts and a weekly newsletter. Known for fact-checked scripts, visible disclaimers and brand integrations that fit the channel's teaching style rather than interrupting it.

SKILLS

Long-form scripting · Research and fact-checking · YouTube Analytics · Thumbnail testing · Brand integrations · Team leadership · Newsletter writing · Hindi presenting · Premiere Pro

EXPERIENCE

Founder and Lead Creator — Hindi personal finance channel and newsletter, Lucknow

4 years · current

- Built the channel to 3.2 lakh subscribers through two long-form explainers a week on tax basics, insurance and emergency funds.
- Lead a team of an editor, a researcher and a thumbnail designer, running one weekly planning call and a shared script tracker.
- Negotiated and delivered 45 brand integrations with fintech and insurance firms, each carrying an on-screen paid-promotion label.
- Raised average view duration on long videos from 38 to 52 percent by tightening intros and adding chapter markers.
- Launched a weekly Hindi newsletter that reached 22K subscribers and now drives steady traffic to new uploads.

Video Content Producer — Hindi digital news and explainer startup, Noida

2 years

- Produced four explainer videos a week on budget announcements, bank rules and savings schemes for a Hindi-speaking audience.
- Wrote scripts from primary documents and circulars, sending every draft through a second-person fact check before recording.
- Trained three junior producers on vertical cut-downs, turning each long explainer into two or three shorts.

EDUCATION

MA in Journalism and Mass Communication — Central university, Lucknow

BCom — State university, Lucknow

Accounting and taxation electives

CERTIFICATIONS AND REGISTRATIONS

- NISM Series V-A Mutual Fund Distributors certification
- Online course in YouTube channel growth and analytics

PROJECTS

- First Salary Playbook — twelve-video series for new earners that became the channel's most-watched playlist
- Insurance Myths Live — monthly livestream answering viewer questions with a guest claims specialist

LANGUAGES

Hindi · English · Urdu