

AREEB AHMED

E-COMMERCE EXPERT | DIGITAL MARKETING STRATEGIST

Karachi, Pakistan | 0310-8770729 | areebahmedofficial@gmail.com

PROFESSIONAL PROFILE

E-Commerce & Digital Marketing Expert with 4+ years of experience in Amazon, Walmart, eBay, Shopify, and TikTok Shop. Specialized in PPC, social media marketing, and business growth. Also, a trainer with 3 years of mentoring experience in e-commerce and digital marketing.

PROFESSIONAL EXPERIENCE

- E-Commerce & Digital Marketing Consultant (Freelance | 2021 - Present)
- Provided customized e-commerce strategies to scale online businesses.
- Specialized in Amazon PPC, product listing optimization, and brand scaling.
- Successfully increased online sales and improved ROI through data-driven marketing campaigns.
- Managed social media marketing, influencer collaborations, and performance tracking for multiple brands.

EXPERIENCE OVERVIEW

- E-Commerce & Digital Marketing Service Provider (2021 - Present)**

Specializing in PPC, store optimization, and social media marketing.

- E-Commerce Trainer | JDC IT City (2022 - Present)**

Trained students in Amazon, Walmart, and e-commerce strategies.

- Trainer | Muhammad Ali Jinnah University (2022 - 2024)**

Conducted Shopify & eBay training on dropshipping and store management.

- Social Media Manager | Gettz Pro (Ongoing)**

Managed Facebook, Instagram & YouTube, boosting engagement.

SKILLS

- | | | | | |
|-----------|---------------|--------|---------------------------|--------------|
| • Amazon | • Shopify | • eBay | • Digital Marketing | • Google Ads |
| • Walmart | • Tiktok Shop | • Etsy | • Social Media Management | • PPC |

EDUCATION

Bachelor of Science In Software Engineering

2020 - 2024

- Muhammad Ali Jinnah University, Karachi, Pakistan

ADDITIONAL SKILLS

- Strong problem-solving and analytical skills
- Project management and leadership abilities
- Proficient in adopting new digital tools and platforms

LANGUAGES

- English
- Urdu