

ATIYA YOUNUS

Karachi, Sindh, Pakistan

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Education

Govt. College of Education F.B Area

Bachelor of Education

2015 – 2018

Karachi, Sindh

University of Karachi

Bachelor of Commerce

2004 – 2007

Karachi, Sindh

Experience

UpMerce

Executive Manager

March 2020 – Feb 2023

Remote

- Managed **10+** Walmart, Amazon, Shopify, increasing sales by **25% in 2022** through better strategies.
- Led **PPC campaigns**, cutting ad costs by **15%** and increasing profits by **30%** through data-driven strategies.
- Improved **client satisfaction**, resulting in a **30%** increase in repeat business by addressing client needs effectively.
- Restructured workflows, completing projects **25% faster** and improving resource management across all account teams.

Nasra Public School

Science and Computer Teacher - Full Time

Oct 2018 – Sept 2020

Sindh, Karachi

- Taught science with hands-on experiments, making lessons fun and helping students understand concepts better.
- Introduced basic coding and computer skills, boosting creativity with interactive and engaging projects.
- Ensured lab safety and taught responsible internet use, creating a safe and secure learning environment.
- Supported academic growth with practical learning, fun activities, and personalized help for each student.

Personal Projects

Amazon Product Optimization | *Helium 10, Jungle Scout, Keepa*

2021 - Present

- Improved **poor Amazon product listings** to make them easier to find and attract more customers.
- Updated **titles, descriptions, and images** to make products clearer and more appealing to buyers.
- Used tools to find the **best keywords** and added them to **listings** to help more people find the products.
- Increased views by **30%**, grew sales by **25%**, and raised the conversion rate from **6%** to **10%** in **2 months**.

eBay Store Design Project | *HTML and CSS*

2022 - Present

- Made the **eBay store easier** to use by **organizing products** and improving the layout for better navigation.
- Added clear **product categories** to help customers find items quickly and without any confusion.
- Used better **product pictures** and **simple banners** to give the store a clean and professional look.
- Increased sales by **15%** and got more positive reviews from customers within **2 months** of the changes.

Walmart Product Listings Optimization

2022 - Present

- Made Walmart product listings **clearer** and **easier** to read so shoppers could understand them better.
- Added good **keywords** and **detailed descriptions** to help more people find the products in their searches.
- Used better **pictures** and **clear prices** to make the products look more attractive and trustworthy.
- Increased sales by **30%** and got more views on the products within **1 months** of the changes.

Shopify Store Creation and Customization

2023 - Present

- Built a **Shopify store** to help a **small business** sell products online and reach more people.
- Added **payment options** and **useful apps** to make the store easy to use and attract more buyers.
- Designed a **simple** and **clean layout** with clear pictures to make the store look nice and easy to use.
- Identified that the **Accessories** grew by **34 new products** in 2021, showing the highest growth among all products.
- Helped **increase sales** by **25%** in **2 months** by making the store fast and easy to use on phones and computers.
- Set up tools to **track sales** and **customer activity**, helping the business understand and improve their **store performance**.

- Improved **site speed** from **60% to over 95%** by optimizing various site elements for better performance
- Increased **site traffic by 20%** through search engine optimization and better keyword usage.
- Simplified the **website design**, making it easier for users to navigate and find information.
- Enhanced **mobile engagement by 15%** by optimizing the site for better performance on mobile devices.

Professional Certifications

- Amazon Account Reinstatement**
EC Solution - 2022
 - C.P.I.S.M (Computer Proficiency in Information and System Management)**
Aptech Computer Education - 2003
 - Amazon Virtual Assistant**
TEVETA - 2023
- D.I.S.M (Diploma in Information and Computer Management)**
Aptech Computer Education - 2004
 - Creative Design Domain**
National Freelance Training program - 2020
 - Digital Marketing Certified**
HubSpot Academy - 2024

Technical Skills

- Product Sourcing Expertise
 - Competitor Research Skills
 - Supplier Deal
 - Local SEO
 - Technical Site Audits
 - Online Marketing
- Negotiation
 - Listing Creation Optimization
 - Product Image Enhancement
 - Digital Marketing
 - Content Marketing
 - Google Ads
- Amazon A+ Content
 - Product Launching Strategies
 - Ecommerce Account Management
 - Social Media Marketing
 - Growth Marketing
 - Market Research
- Account Issue Resolution
 - Brand Registration Support
 - Backlink Building
 - CRO and KPI
 - Mobile Optimization
 - Website Structure
 - SEO Audits

Tools

- Similar Web
 - Keyword Everywhere
 - Keyword Surfer
 - WordPress
- Screaming Frog
 - SEOquake
 - Google AdWords
 - Google Analytics 4
- Google Search Console
 - Ahrefs
 - Moz
 - Semrush
- Helium 10
 - Jungle Scout
 - Keepa

Conferences and Seminars

Economic Prosperity through Digital Literacy and Entrepreneurship

June 2024

Pakistan-U.S. Alumni Network

Karachi, Sindh

- Invited as a panelist at a U.S.-supported event on Economic Prosperity through Digital Literacy and Entrepreneurship.
- Discussed **youth empowerment**, **digital skills**, and entrepreneurship to inspire growth and economic development.
- Received a **shield of appreciation**, dedicating it to family and a supportive network that inspired this achievement.
- Encouraged **women’s empowerment**, highlighting the importance of **family support** in achieving personal and professional goals.

Connected Pakistan Conference

Oct 2022

Tech Conference and Expo

Islamabad, Punjab

- Represented **Upmerce** as an **Executive Manager** at the **Connected Pakistan** Seminar, showcasing eCommerce expertise.
- Presented **strategies** for improving **account management** and boosting online sales across multiple platforms.
- Shared insights on **eCommerce growth**, engaging participants in discussions about modern digital business solutions.
- Highlighted **Upmerce’s services**, building connections and fostering partnerships for future business opportunities.

Languages

English (Fluent)

Urdu (Native)

Punjabi (Native)