

# MUSTAFA RAFIQ AHMED

## Profile:

Problem-solving and market research specialist with hands-on experience in managing online stores, setting up Shopify websites, and running successful digital marketing campaigns. Skilled in leveraging Facebook and Instagram ads to boost online sales, enhance brand presence, and create seamless shopping experiences.

## Employment History:

EMNATE Media: (Agency)  
2022 to 2024

Ecommerce (Company)  
2025 still working.

## Ecommerce & Shopify Manager

Understanding of how to manage online stores and set up Shopify websites, ensuring optimal performance and user-friendly interfaces.

## Responsibilities:

- Led daily dispatch operations to ensure timely and accurate order fulfillment.
- Oversaw inventory management and conducted regular stock audits.
- Monitored sales performance and optimized online store functionality.
- Upload and manage content, images, and products.
- Work with the design team to ensure brand consistency.
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- Optimize websites for performance, speed, and responsiveness.

## Working Projects

- CurriousLittleones.com
- Lahoriyaan.com
- eternobody.com

## Experience:

- Shopify development.
- Digital Marketing.
- E-commerce Business Strategy
- Market Research
- Amazon PPC

## Digital Marketing

Skilled in strategy development and campaign execution across Facebook, Instagram. Experienced in creating and managing campaigns to grow brand presence, increase audience engagement, and drive measurable business results.

## Education:

Intermediate in Computer  
Science

Ziauddin College (2022 – 2024)

Currently Enrolled in:  
Indus University

## Soft Skills:

- Excel & MS Office
- Data Managing
- content Writing
- Canva

## Language:

Urdu (Fluent)

English (Conversional)

## Responsibilities:

- Managed ad spend exceeding 1 lac with a proven track record of running high-performing campaigns.
- Plan, create, and manage paid ad campaigns on Facebook, Instagram, and Audience Network.
- Conduct audience research and develop strategies to reach target markets effectively.
- Write compelling ad copy, collaborate with designers, and A/B test creatives for better performance.
- Monitor and optimize campaigns based on KPIs (CTR, CPC, ROAS, CPA).
- Set up Meta Pixel and Conversions API to track and analyze campaign results.

## Amazon PPC Manager & VA

Amazon PPC Manager with expertise in creating, optimizing, and scaling advertising campaigns to boost product visibility, drive sales, and maximize ROI. Skilled in keyword research, bid optimization, A/B testing, and data-driven strategies

## Responsibilities:

- Maintained ROAS / ACoS as per team goals, ensuring optimal campaign performance and cost-efficiency. Planned, executed, and optimized paid campaigns to drive conversions.
- Managed budgets and campaigns making data-driven adjustments to achieve KPIs.
- Prepared monthly Audits reports detailing campaign performance, including key metrics such as impressions, clicks, conversions, CPA, and ACoS.
- Used tool like helium and Jungle scout for competitor analyze and keywords research for future implementations