

ARSLAN SHAHID

Amazon Marketing Manager

As an Amazon PPC manager, I specialize in maximizing the return on your advertising spend on the Amazon platform. With my expertise in Amazon's advertising options and proven experience in PPC management, I can create and optimize campaigns that drive real results for your business. My advanced data analysis skills allow me to identify trends and make data-driven decisions, while my strong communication and time management skills ensure that your campaigns are well-managed and effective.



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WORK EXPERIENCE

Amazon PPC Manager The Ambr Group

02/2023 - Present

Tasks

- **Campaign Management** : Led the end-to-end management of Amazon PPC campaigns, from initial planning and creation to ongoing optimization and performance reporting, for a diverse portfolio of brands.
- **Budget Allocation** : Handled a significant monthly ad spend, optimizing allocation across different campaigns and brands to ensure maximum ROI.
- **Keyword Research** : Conducted in-depth keyword research using industry-leading tools such as Helium 10, and Amazon's internal insights, targeting high-conversion and relevant terms for ad campaigns.
- **Tool Expertise** : Leveraged Pacvue and Perpetua for select brands, utilizing their advanced analytics, reporting, and automation features to enhance campaign performance.
- **Performance Analysis** : Evaluated key campaign metrics consistently, including ACoS, ROAS, and TACoS, making strategic adjustments based on insights to continually drive results.
- **Listing Optimization** : Collaborated with the content and product teams to ensure Amazon listings were conversion-optimized, complementing PPC initiatives.
- **Competitor Monitoring** : Analyzed competitor advertising strategies to identify potential opportunities and to remain ahead in the competitive landscape.
- **Industry Trends** : Kept abreast of the latest trends, tools, and best practices in Amazon PPC advertising, ensuring The Ambr Group's strategies remained innovative and effective.
- **Reporting & Insights** : Delivered comprehensive monthly and quarterly reports to stakeholders, highlighting campaign performance, significant insights, and strategic recommendations for future action.

SKILLS

Campaign Performance Analysis

Marketing Campaign Management

Brand Development

Brand Awareness

Data Analysis

EBITDA Growth

Market Research

PPC Bid Management

Brand Management

Keyword Research

Search Engine Optimization (SEO)

Listing optimization

Forecasting

Product Development

Growth Marketing

Microsoft Excel

Communication skills

Adaptability

Contribution Margin growth

CERTIFICATES

Multiple Courses on FBA PL launching strategies (2020)

Udemy

Multiple Courses on Amazon product launching & ranking (2020)

Extreme Commerce, Enablers

Certified Freedom Ticket Graduate

Helium 10

Sponsored Ads Foundations Certification

Amazon

Amazon Private Label Masterclass (2021)

Seller Systems

PPC Masterclass (2022)

Seller Systems

Product Discovery and Validation Masterclass 2022 (2022)

Seller Systems

Amazon Sellers University (2022)

Amazon

WORK EXPERIENCE

Performance Marketing Expert D1 Brands

12/2021 - 02/2023

New York, USA

Tasks

- Set up and manage Amazon advertising campaigns: This includes selecting the appropriate campaign type (e.g. Sponsored Products, Sponsored Brands, etc.), creating ad groups and targeting, and setting up bid strategies
- Conducting keyword research and optimizing ad copy to increase the visibility and effectiveness of campaigns.
- Monitoring and adjusting bids to ensure that campaigns are meeting performance goals and staying within budget.
- Analyze data: Use tools such as Excel and Google Analytics to analyze data from campaigns and identify trends and patterns. and use this to make informed decisions about how to optimize campaigns.
- Strong communication with team members.
- Staying up to date with changes to the Amazon marketplace: The Amazon marketplace is constantly evolving, so need to stay informed about new policies, features, and changes to the platform.
- Continuously testing and optimizing campaigns to drive improved performance and return on investment.
- Create reports and presentations to communicate campaign results and recommendations to the team and stakeholders.
- Troubleshooting issues.

Freelance Amazon Virtual Assistant Self-Employed

02/2020 - 12/2021

Overview : Offered comprehensive Amazon store management services to 5-6 clients, covering a range of responsibilities from PPC management to brand optimization.

Tasks

- Managed PPC campaigns and optimized listings.
- Implemented Amazon SEO strategies to boost product rankings and visibility.
- Created consistent brand presence across client Amazon stores.
- Handled case resolutions with Amazon Seller Support.
- Monitored inventory and provided reorder recommendations.
- Produced monthly reports showcasing key performance metrics.
- Maintained effective client communication for updates and strategy alignment.

EDUCATION

BSC Electrical Engineering University of Engineering and Technology, Lahore

2016 - 2020

LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

Internet surfing

Watching movies

Travelling

Book reading