



# Zahid Raza

## AMAZON SPECIALIST

### EXPERIENCE

Oct 2022- Oct 2023

#### Amazon PPC Manager @ TitanIgnite Lichfield, UK, Remote

Managed 6-7 figure partners accounts with over \$100K ad spend. Helped the Brand launch program team to improve accounts and listings. Worked together with account audits team for smooth client onboarding. Worked together with director PPC for systems and processes. Helped the SEO division devising strategies for better reach & conversions. Conducted weekly meetings with all brand managers. Worked with integrator team for new account onboarding. Helped integrator team with account audits

2021-Present

#### Analytics & PPC Manager @ MarCala LLC FL, USA, Remote

Managing catalog team, delegating tasks for smooth process. Analyzing given market data to extract insights and devising best scaling strategies for two 7 figure brands in Automotive and Office supplies categories. Promoted to PPC management of these 2 brands with over \$60K ad spend. Managing 60+ products and launching new products. Launched/ranked and scaled 29 products up till now.

Apr 2022- July 2023

#### Amazon Marketplace Management @ DigiSquad PB, PK, Remote

Worked on global expansion of 40+ brands. PAN- EU, Americas, UAE, AUS & Turkey Expansion. Handled all expansion related discrepancies. Helped in trouble shooting with Amazon customer support. Handled account/listing related issues, inventory management, listing optimization, and monitored KPIs for stable performance. Conducted weekly meetings with all brand managers.

Apr 2022- Jul 2022

#### SEO & Conversion Specialist @ Motif Digital CA, USA, Remote

Managed multiple 7 figure Amazon brands accounts. Optimized 74 Amazon listings backend/frontend through keyword research. Gave soft resets to many listing which were dead and was able to rank them through my seo methods. Conducted weekly meeting with Amazon PPC Team. Helped PPC team to make new conversion strategies.

### PROFILE

#### I AM A LIFETIME STUDENT

With over 3 years of experience as an Amazon Specialist, I am dedicated to providing exceptional customer experiences.

I excel in leading diverse teams, fostering collaboration and open communication. My effective leadership consistently delivers outstanding outcomes, highlighting the importance of teamwork in driving success and innovation

### CONTACT

#### PHONE

+923472551419

#### Mail

zahid.raza.live@gmail.com

#### My Work/Portfolio

[https://drive.google.com/drive/folders/1aeRzQV3zVM8H7S\\_BgoZV719c7UmKqIYo?usp=sharing](https://drive.google.com/drive/folders/1aeRzQV3zVM8H7S_BgoZV719c7UmKqIYo?usp=sharing)

### SOCIAL MEDIA

#### WEBSITE

<https://zahidraza.com>

#### LinkedIn

[linkedin.com/in/zahid-raza-amazon-specialist](https://www.linkedin.com/in/zahid-raza-amazon-specialist)

### SCHOOL ATTENDED

2015-2018

#### BAQAI MEDICAL UNIVERSITY

Bachelor of Bioinformatics. Majors in Bioinformatics computing & Personalized Medicine. FYP : **Personalised medicine for cancer treatment (Breast), a machine learning based model for the prediction of medicines against cancer cell lines of diseased patients.** Thesis : In silico analysis of structure & function stability of mutation in EPM2A gene.

### SKILLS

Amz Account management



Amz PPC



Catalog Management



Client Handling



Amazon SEO



Conversion Optimisation



Product Development



Listing Audit

