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Top Skills

Digital Marketing
Microsoft PowerPoint
Marketing

Certifications

Build compliant ads for your
sponsored ads campaigns
Amazon Brand Specialist

Zahid Raza

Amazon PPC Manager | Marketplace & Catalog Manager | Amazon
Growth & Sales Specialist | x Titanignite
Karāchi, Sindh, Pakistan

Summary

Ever since I was a little kid, knowledge-based work, developing new things, and biology have been my passion. I still remember sitting in front of the television, watching National geographic 'The Numbers Game, I didn't know that & Brain Games'. As I went through the BASIC tutorial, it was almost magic, being able to get the knowledge out of numbers to do whatever I wanted, just by typing in these little code scripts, limited only by my own imagination and ingenuity. throughout middle and high school, I latched on to any ideas for projects I could get, moving forward I started studying this field which works on knowledge-driven work, tearing through any books I could find on anything remotely related to data analytics. I was insatiable.

This passion carried me through my education at Baqai. Here there were more resources available to me than I ever could have imagined as a kid. I studied new languages, algorithms, compilers, and higher mathematics, all with pretty much the same fascination that drove me as a kid. And it was here that I truly learned how much there was yet to learn.

So, now, in the industry, this passion remains with me. There's certainly yet more to learn, yet more problems to solve, and yet more to build. And for this, I am very grateful.

Specialties: Product Development, Organic Growth & Data Analytics, Amazon Ads.

Academic: Machine Learning, Algorithms, Statistics, Personalized Medicine(theranostics), System Biology, Bioinformatics.

<https://linktr.ee/zahid.raza>

Experience

Confidential

4 years 9 months

Amazon PPC Manager

January 2022 - Present (3 years 11 months)

United States

- Leading Amazon operations across two 7-figure brands. Overseeing catalog health, supply chain coordination, and strategic execution.
- Managing a team of catalog and logistics specialists; delegating tasks to ensure seamless workflows in listing optimization, account health resolution, and shipment tracking.
- Resolved 150+ listing and policy-related issues, maintaining 100% Account Health Compliance since Q2 2023.
- Spearheaded catalog optimization projects for over 60 active SKUs, leading to a 23% improvement in conversion rates and 18% uplift in organic visibility within 6 months.
- Coordinating FBA shipment processes and reconciliations; implemented a revised inbound strategy that reduced shipment discrepancies by 35% and improved inventory turn rate by 22%.
- Promoted to manage \$60K–\$70K monthly PPC budget across both brands—resulting in TACoS reduction from 18% to 11% and 40% increase in ad-attributed sales YoY.
- Developed and launched 12+ new products, helping scale monthly revenue from \$180K to \$290K+ within 12 months through cross-functional execution of catalog, supply chain, and ad strategy.

Amazon Analytics & Product Development Manager

March 2021 - Present (4 years 9 months)

United States

Razor Group

Marketplace & Catalog Manager

April 2022 - February 2025 (2 years 11 months)

Germany

- Led global expansion efforts for 40+ brands across Pan-EU, Americas, UAE, AUS, and Turkey, coordinating end-to-end operations from marketplace setup to listing and inventory sync.
- Listed 9,000+ SKUs across international marketplaces, ensuring compliance, localization, and SEO optimization, contributing to a 32% increase in international sales within 9 months.

- Owned full catalog lifecycle including listing creation, optimization, and troubleshooting—resulting in 98% active SKU rate and a 21% reduction in suppressed listings across accounts.
- Handled inventory sync and restock planning across regions, improving forecast accuracy by 28% and reducing stockouts by 36% during peak seasons.
- Collaborated with internal teams and Amazon support to resolve 200+ ASIN-level issues related to variation merges, compliance, and content quality within SLA targets.
- Delivered consistent reporting and strategic recommendations to Brand Managers and Team Leads during weekly ops reviews, contributing directly to a 15% YoY profit growth in the GEO category.

Titan Network

Amazon PPC Manager

October 2022 - January 2024 (1 year 4 months)

Remote

- Managed 6–7 figure partner accounts with \$100K–\$150K monthly ad spend, optimizing campaigns to boost ROI and control ACoS.
- Collaborated with the Brand Launch Program Team to improve listings and ad strategy, resulting in measurable conversion rate gains for new launches.
- Streamlined client onboarding with the Account Audit Team, reducing onboarding time by 30%.
- Worked with the Director of PPC to refine campaign processes, improving operational efficiency by 25%.
- Partnered with the SEO Division to enhance keyword targeting, improving organic rankings and driving incremental non-ad sales.
- Led weekly performance review meetings with brand managers to align goals and implement data-backed action plans.
- Coordinated with the Integrator Team to audit and set up new accounts, resolving health and compliance issues early.

Motif Digital

Amazon SEO & Conversion Specialist

April 2022 - July 2022 (4 months)

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/optimization methods.

Conducted weekly meeting with Amazon PPC Team.
Helped PPC team to make new conversion strategies.
Worked together with the creatives team for persuasive desire optimization to trigger our target audience's emotions which resulted in conversions.

Amazon

Amazon Marketing Specialist (PPC & SEO)

May 2020 - August 2021 (1 year 4 months)

Remote

Managed multiple 6 & 7-figure brand accounts. Worked in Home & Kitchen, DIY Tools, Beauty & Skincare, Toys, Automotive, Grocery.

Jumpstart AMZ Enterprises LLC

New Product Development Manager

December 2020 - July 2021 (8 months)

United States

Sanofi

Quality Assurance Specialist

January 2019 - June 2020 (1 year 6 months)

Karāchi, Sindh, Pakistan

Education

Baqai Medical University

Bachelor of Bioinformatics, Bioscience and Computer Science · (2015 - 2015)