

Fatimah Aqeed

Date of birth: 02/05/2002

Nationality: Pakistani

Gender: Female

CONTACT

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ABOUT ME

With an experienced Amazon PPC consultant with a proven track record of optimizing and advertising strategies to drive sales. I specialize in creating targeted campaigns, optimizing keywords, and analyzing data to ensure optimal performance.

WORK EXPERIENCE

11/2022 – 11/2023

PPC Analyst PPC VETERANS

·Analyzed existing systems and databases and recommended enhancements to solve business needs

06/2021 – 08/2022

PPC Consultant Up Work

I worked as a highly skilled freelancer with a successful track record of delivering exceptional results for diverse clients. I bring a unique blend of creativity, technical proficiency and a commitment to excellence.

01/2021 – 05/2021

Amazon PPC Intern PPC Ad Lab

I spent near obsessive amount of time for testing and improving my PPC knowledge under PPC Ad lab for the following:

- Amazon Sponsored Products (Amazon Pay Per Click)
- PPC Management
- Campaign Management
- Bid Optimization
- Bid Placement Optimization

01/2020 – 12/2020 Islamabad, Pakistan

Sales and Marketing Specialist Mars, BPO

·Supported sales staff by providing market trends, account analyses and new product information.

EDUCATION AND TRAINING

08/2018 – 07/2020 Islamabad, Pakistan

High School Diploma Islamabad Model College for Girls F-7/4.

Website www.imcgf74.edu.pk

03/2021 – CURRENT Islamabad, Pakistan

Chartered Accountancy Rise School of Accountancy

Website www.riseschool.edu.pk

ADDITIONAL INFORMATION

Certifications

12/2023 – 12/2024

Amazon Ads Retail Certification

I'm proficient in Amazon's sponsored ads and I can emphasis on retail readiness, sponsored ad strategy, and campaign optimization.

12/2023 – 12/2024

Amazon DSP Campaigns Certification

I have advanced skills in campaign strategy, reporting and optimization for various ad types like sponsored ads, Amazon DSP and Cross-product campaigns.

12/2023 - 12/2024

Amazon Video Ads Certification

I can build video ad strategies and measure campaign impacts.

12/2023 - 12/2024

Google Ads Display Certification

I can create and optimize search campaigns to drive website traffic and conversions.

12/2023 - 12/2024

Sponsored Ads Certification

I can engage audiences who either showed interest in categories related to promoted products or viewed the product's detail page but did not purchase.