



# Muhammad Zia Sajid

## Amazon Brand Manager

A professional with a strong track record in various roles, including Amazon content writer, PPC Management, Inventory Management, Listing specialist, Brand Management, and Content Specialist. Proven ability to create engaging content tailored to Amazon, optimize PDPs, and drive business growth. A result-oriented individual who excels in leading teams, streamlining operations, and leveraging digital marketing strategies for increased visibility and sales success.

## Contact

### Phone

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### Email

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### LinkedIn

Let's connect. [🔗](#)

## Education

2023

### Bsc. Biotech

GCU, Lahore

2019

### Intermediate

GCU, Lahore

## Skills

- Problem Solving
- Decision Making
- Leadership
- Critical Thinking
- Team Work

## Experience

### Amazon Content Specilaist

2021

#### Treszon

Experienced Amazon content writer with expertise in PPC, PL, listing optimization, and digital marketing. Utilized market research for effective product selection and optimization. Responsible for driving traffic, increasing CTR and CVR through compelling product descriptions, titles, bullet points and EBC.

### Brand Manager

2020

#### ASANTE COFFEE COMPANY

Being the Amazon Brand Manager, I focus on the essential aspects of managing my product's performance on Amazon. This includes managing the inventory, monitoring daily profits and revenue, and conducting A/B testing to improve CTR and CVR. Moreover, I implement effective product ranking strategies for which I do a constant analysis of daily sales, comparison of weekly performance, and make use of A/B testing.

### Content Specialist

2023

#### Tradefull

Content specialist having expertise in, Amazon SEO Copywriting, and Amazon Listing Creation and Optimization. Responsible for optimizing content for the Amazon marketplace through keyword research and PDP optimization techniques. Improved product descriptions, titles, and bullet points and increased CVR and search rankings on Amazon. Also responsible for Listing Content, writing compelling copies, and collaborating with their designers for infographics.

### Listing Specialist

2022

#### POPU MUSIC

Successfully created A+ Amazon Listings and developed visually captivating graphics design for Popu Music. Optimized product listings on Amazon, enhancing their visibility and conversion rates. Collaborated with their designers as well to create compelling infographics.

### Brand Strategist

2021

#### THEORIZER

Being the Brand Strategist, I devise and implement effective product ranking strategies for which I do the constant analysis of daily sales, comparison of weekly performance, and experimentation with various things like images and titles to optimize visibility. I keep an eye on the market trends, keyword ranking, and competition to ensure our product stays in competition.