

Tatheer Fatima

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Summary

✓# Are you looking to increase the conversion rate of your current Amazon listings, or want to run effective PPC ad campaigns?

My name is Tatheer Fatima. I'm a professional Amazon Specialist with expertise in Listing optimization, Keyword Research & Ranking, PPC & Advertisements, Storefronts & Brand Building, and copywriting EBC.

Moreover, I have a full team with years of experience providing services related to Amazon, Shopify, and other eCommerce platforms that I can consult at any time.

To help you Scale-Up, I can do:

- # Amazon PPC Advertising Campaign Management | Sponsored ads | Sponsored Brands | DSP
- # ACoS Amazon FBA - Advertising Support
- # In-depth Global Keyword Research & Indexing
- # SEO for Listing optimization Organic Search Results (Titles, Bullet Points, Descriptions, EBC)
- # Proficient competitor analysis with Helium10, Viral Launch, and JungleScout
- # In-depth Market & Pricing Analysis
- # Amazon FBA consultation for your brand building
- # Branded Storefront Optimization & Design
- # Efficient use of Flat File, Category Listing report, and BTG
- # eCommerce Store Development | Amazon | Shopify | Etsy | Walmart | eBay

I love learning from challenges! Hit me up if you have one for me

Contact Info:

Email: fatimatatheer98@gmail.com

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Experience



Amazon Marketing Consultant & Store Development

Amazon

Jan 2019 - Present (5 years 4 months)

I help 7 & 8-figure Amazon Sellers grow their business profitably through proven Amazon Brand Building & Marketing Strategies | Amazon Copywriting | eCommerce Store Development



Top-Rated eCommerce Service Provider

Upwork

Dec 2019 - Present (4 years 5 months)

I have extensive knowledge of Amazon and Amazon Product Research tools and services. In my projects, I help my clients create Amazon and Shopify stores, Amazon brand stores, write enhanced content for brand stores and product listings, integrate Shopify products on Amazon, Facebook, Walmart, and other sales channels.

Moreover, I write SEO-friendly product descriptions, Amazon A+ listing content, and manage eCommerce store & Amazon seller central for them.



Campus Head of Communications

Hult Prize Pakistan

Sep 2019 - Present (4 years 8 months)

I lead a team responsible for developing communication strategies that help advance the foundation's efforts to catalyze broad impact through the sharing of effective ideas and practices. These strategies include publications, partnerships with membership organizations, conducting sessions and workshops, awareness events, media outreach, and conferences.

Self Employed

Jan 2019 - Present (5 years 4 months)

I am a writer by passion. Writing and communicating with others is my plus point. I tried to channel this plus and started working with Fiverr, which has turned out to be great! In the span of just a few months, I have accomplished some great achievements. I am now an experienced professional, and I can successfully create distinct content for blogs, websites, news, articles, short stories, and for different websites & forums. I am also skilled at doing Editing & Proofreading, Academic writing, SEO articles, Product Reviews, Research, and Summaries.



Freelance Writer

Edusson

Nov 2017 - Present (6 years 6 months)

I am a hardworking freelance writer and a gifted storyteller with a deep appreciation for the creative process. I am great at crafting articles, blogs, stories and messages about brand identity and strategizing on how to reach an audience through compelling touchpoints.

I have experience and expertise in the writing of all forms including SEO articles & blog posts, product descriptions, technical writing, creative writing (nonfiction & fiction), and other forms of digital content

Lead Presenter of Team InnoGeeks

Jazz SDG Hackathon 2019

Dec 2019 - Dec 2019 (1 month)

Won the first runner up prize in the two-day event, 'Sustainable Development Goals – SDG Hackathon 2019', organized by Jazz with the combined collaboration of Code for Pakistan and OPEN Islamabad, held from 6th – 8th December at National Incubation Center, Islamabad.

Education

National University of Modern Languages

Bachelor of English Literature and Linguistics, ENGLISH LANGUAGE AND LITERATURE/LETTERS

2016 - 2020

Licenses & Certifications

 **Fundamentals of Digital Marketing - Google**
2YA 89Y UYK

 **Amazon Retail for Advertisers Certification - Amazon**
902868

 **Amazon Sponsored Ads Foundations Certification - Amazon**
902895

Skills

Google Ads • Search Engine Optimization (SEO) • Amazon Seller Central • Search Engine Marketing (SEM) • Web Content Writing • Creative Writing • Research Skills • Academic Writing • Blogging • Business-to-Business (B2B)

Honors & Awards

First Runner up Jazz SDG Hackathon 2019 - Jazz

Dec 2019

Won the first runner up prize in the Sustainable Development Goals – SDG Hackathon 2019 organized by Jazz with the combined collaboration of Code for Pakistan and OPEN Islamabad, held from 6th – 8th December at National Incubation Center, Islamabad.