

ARSLAN SHAHID

PPC Specialist | Amazon, Walmart, Google

Experienced PPC Specialist managing high-performance campaigns across Amazon, Walmart, and Google Ads. I specialize in optimizing ad spend to drive targeted traffic, improve conversion rates, and maximize ROI. Skilled in data analysis, keyword research, and PPC strategies. Adept at working with cross-functional teams, I deliver performance-focused marketing solutions that enhance brand visibility and ensure advertising goals are met.



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WORK EXPERIENCE

Marketplace Ads Manager

Darkroom Agency

03/2024 - Present

CA, USA

Tasks

- **Marketplace Marketing Lead:** Head the marketplace marketing, managing a team of PPC specialists while personally overseeing key brands on Amazon and Walmart.
- **Amazon & Walmart Ads Management:** Lead high-budget PPC campaigns for Amazon and Walmart, optimizing ad spend, targeting high-conversion keywords, and driving continuous performance improvements across multiple clients.
- **Client Relationship Management :** Conduct weekly client performance review calls, providing detailed reports and strategic recommendations to enhance campaign outcomes and deliver sustainable growth.
- **Performance Forecasting :** Provide data-driven performance forecasting, using trend analysis to predict campaign success and adjust strategies to align with clients' long-term business goals.
- **Cross-Platform Strategy Integration :** Coordinate PPC strategies with broader digital marketing initiatives, ensuring consistent brand messaging and maximum conversion opportunities.

Performance Marketing Associate

Gorilla Commerce

02/2024 - Present

CT, USA

Tasks

- **Portfolio Leadership:** Manage the marketing strategies for Gorilla Commerce's top-performing perpetual products, which drive substantial revenue and lead multiple categories in the competitive US Amazon marketplace.
- **Amazon Best Seller Strategy:** Develop strategies to achieve Best Seller (BS) tag, driving product visibility and conversion growth through data-driven decisions.
- **Large-Scale Campaign Management:** Oversee high-budget marketing campaigns across 10+ digitally native brands, ensuring maximum ROI and brand visibility.
- **Cross-Department Collaboration :** Coordinate with product managers, creatives, and analytics teams to align marketing initiatives across platforms, ensuring consistency and performance.
- **Market Research & Reporting :** Conduct market research and competitive analysis, delivering insights and performance reports to leadership for ongoing growth strategies.

SKILLS

Marketplaces Advertising Strategy

Audience Targeting & Segmentation

CPC & CPM Optimization

Brand Awareness

Data Analysis

EBITDA Growth

Market Research

PPC Bid Management

Google Analytics

Cross-Platform Advertising Strategies

Keyword Research

Search Engine Optimization (SEO)

Listing optimization

Forecasting & Trend Analysis

Product Development

Growth Marketing

Microsoft Excel

Programmatic Advertising

Communication & Collaboration Skills

Adaptability & Problem Solving

Competitor Analysis

Contribution Margin growth

Performance Metrics & Reporting

CERTIFICATES

Walmart Ads Management (2024)

Udemy

Advanced Google Analytics 4 Implementation with Tag Manager

Udemy

Google Ads Management (2024)

Udemy

WORK EXPERIENCE

Amazon PPC Specialist

The Beauty Tank

11/2023 - Present

London, UK

Grows premium European skincare brands in English-speaking markets, offering full eCommerce management and distribution services.

Tasks

- **Amazon Marketing Lead** : Lead the Amazon marketing department, managing high-impact PPC campaigns for European skincare brands to expand their presence in English-speaking market(UK).
- **Skincare Niche Focus** : Develop tailored advertising strategies for the skincare category, ensuring campaigns align with the unique goals of each brand and their target audience.
- **Cross-Platform Growth** : Collaborate on the broader digital marketing strategy across all platforms to support brand growth and maximize visibility in the UK region.
- **Premium Beauty Brands** : Managed Amazon Ads for top-tier skincare brands like SVR Laboratoire, Lazartigue, and PATYKA, all positioned in the premium beauty category on Amazon.
- **Teikametrics Tool Utilization** : Leverage Teikametrics to manage and optimize marketing campaigns, ensuring data-driven decisions and automation to enhance campaign outcomes.
- **Cross-Department Collaboration & Reporting**: Work closely with creatives, brand manager, and other departments to ensure cohesive campaigns, while conducting weekly and monthly performance review calls and preparing detailed dashboards to track progress.

Amazon PPC Manager

The Ambr Group

02/2023 - 02/2024

MN, USA

Tasks

- **Campaign Management** : Led the end-to-end management of Amazon PPC campaigns, from initial planning and creation to ongoing optimization and performance reporting, for a diverse portfolio of brands.
- **Keyword Research** : Conducted in-depth keyword research using industry-leading tools such as Helium 10, and Amazon's internal insights, targeting high-conversion and relevant terms for ad campaigns.
- **Tool Expertise** : Leveraged Pacvue and Perpetua for select brands, utilizing their advanced analytics, reporting, and automation features to enhance campaign performance.
- **Performance Analysis** : Evaluated key campaign metrics consistently, including ACoS, ROAS, and TACoS, making strategic adjustments based on insights to continually drive results.
- **Industry Trends** : Kept abreast of the latest trends, tools, and best practices in Amazon PPC advertising, ensuring The Ambr Group's strategies remained innovative and effective.
- **Reporting & Insights** : Delivered comprehensive monthly and quarterly reports to stakeholders, highlighting campaign performance, significant insights, and strategic recommendations for future action.

CERTIFICATES

Multiple Courses on FBA PL launching strategies (2020)

Udemy

Multiple Courses on Amazon product launching & ranking (2020)

Extreme Commerce, Enablers

Certified Freedom Ticket Graduate

Helium 10

Sponsored Ads Foundations Certification

Amazon

Amazon Private Label Masterclass (2021)

Seller Systems

PPC Masterclass (2022)

Seller Systems

Product Discovery and Validation Masterclass 2022 (2022)

Seller Systems

Amazon Sellers University (2022)

Amazon

LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

Internet surfing

Digital Marketing Trends

E-commerce & Technology

Watching movies

Travelling

Data Analysis

Book reading

WORK EXPERIENCE

Performance Marketing Expert

D1 Brands

12/2021 - 02/2023

New York, USA

Tasks

- Set up and manage Amazon advertising campaigns: This includes selecting the appropriate campaign type (e.g. Sponsored Products, Sponsored Brands, etc.), creating ad groups and targeting, and setting up bid strategies
- Conducting keyword research and optimizing ad copy to increase the visibility and effectiveness of campaigns.
- Monitoring and adjusting bids to ensure that campaigns are meeting performance goals and staying within budget.
- Staying up to date with changes to the Amazon marketplace.
- Continuously testing and optimizing campaigns to drive improved performance and return on investment.
- Create reports and presentations to communicate campaign results and recommendations to the team and stakeholders.

Freelance Amazon Virtual Assistant

Self-Employed

02/2020 - 12/2021

Overview : Offered comprehensive Amazon store management services to 5-6 clients, covering a range of responsibilities from PPC management to brand optimization.

Tasks

- Managed PPC campaigns and optimized listings.
- Implemented Amazon SEO strategies to boost product rankings and visibility.
- Handled case resolutions with Amazon Seller Support.
- Produced monthly reports showcasing key performance metrics.
- Maintained effective client communication for updates and strategy alignment.

EDUCATION

BSC Electrical Engineering

University of Engineering and Technology, Lahore

2016 - 2020