

ARIBA NISBAT FATIMA

Experienced e-commerce specialist with 2 years of managing online marketing campaigns. Skilled in driving brand awareness, engagement, and conversions through integrated marketing strategies. Seeking to utilize advanced analytical and problem-solving abilities to surpass targets. Achieved significant improvements: reduced spending, improved ACOS, and boosted ad/organic sales.



CONTACT



0316 5945493



ariba12786@gmail.com



Jhelum, Punjab

CERTIFICATIONS



Awarded Solar System from HEC for Higher performance

2012



Awarded Laptop from HEC for excellent performance

2014



Prefect - UOG

2016

EDUCATION

BS Chemistry

University of Gujrat

2013-2017

SKILLS

○ AMAZON (2021 - PRESENT)



○ SHOPIFY (2023 - PRESENT)



○ FACEBOOK MARKETING



EXPERIENCE



Urtasker

E-Commerce Management

Jan 2022 - Jan 2023

- Worked on PPC campaign optimization in various marketplaces, including the US, UK, and EU.
- Specialized in optimizing campaigns for kids toys, children's costumes, and kitchen products etc
- Achieved significant reductions in ACOS approximately 15%.
- Proficient in sourcing cost effective products from China.
- Skilled in listing optimization, image optimization, listing creation, and shipment management.
- Product image, Storefront and A+ banner designing
- Experience in Customer support

Internship

Oct 2021 - Dec 2021

- Worked on listing optimization, keyword research, and product research during internship.
- Focused primarily on PPC campaign creation and optimizations.

Freelancing

Feb 2023 - Present

- Shopify store setup
- Listing creation
- Theme setup
- Inventory synchronization
- Payment method setup
- Facebook Marketing and page setup
- Targeting the right audience via personalized ads
- Community management
- FB Marketplace
- Reels and post creation
- Amazon Ads Management
- Keyword research
- Campaign strategy
- Product launch