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# Aarzu Garg

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## Summary

Experienced Ecommerce Business Developer specializing in Amazon Seller Central services. Offers strategic planning, business development, and leadership with expertise in Recovery Services for Amazon Seller Central. Proficient in AMS for PPC, A+ content optimization, and more. Dedicated to elevating online retail success through comprehensive services tailored to unique business needs.

## Work Experience

### Amazon Advertising Account Specialist

Freelancer, Udaipur, India

*November 2023 – Present*

- Provided exceptional freelance services as an Amazon Advertising & Account Specialist, collaborating with various sellers.
- Managed and optimized Amazon advertising campaigns, resulting in increased sales and visibility for clients.
- Conducted in-depth analysis of market trends, competitor performance, and consumer behavior to develop data-driven strategies.
- Utilized active communication skills to coordinate with sellers, ensuring seamless execution of advertising initiatives.
- Generated comprehensive reports to evaluate campaign performance and drive actionable insights.

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- Maintained up-to-date knowledge of Amazon's advertising policies and best practices.
  - Proficient in managing and optimizing Google Ads and Facebook Ads campaigns to drive targeted traffic, enhance brand visibility, and achieve measurable ROI.

## **E-commerce Business Development Executive**

Indian Hando Art, Udaipur, India

*January 2018 – November 2023*

- Managed and optimized advertising campaigns on the Amazon platform for a diverse portfolio of clients.
- Conducted in-depth market research and analysis to identify target audiences, competitive landscape, and trends.
- Collaborated with cross-functional teams to develop and implement integrated marketing campaigns, driving brand awareness and customer engagement.
- Provided strategic recommendations and insights to clients based on data analysis and campaign performance.
- Oversaw the entire catalog operation for the organization, from initiating to completing catalog uploads.

## **Skills**

- Advertising: PPC Advertising (Professional)
- Catalog Management: Professional
- E-commerce: Overseas shipment processes, ecommerce accounting, legal compliance (MEIS, LUT, FEMA), production services, diverse platform familiarity (eBay)

## **Education**

Mohanlal Sukhadia University, Udaipur, India

*Master of Commerce (M.Com) - Commerce*

*July 2019 – August 2021*

- Completed a Master's in Commerce program with a focus on business administration, finance, and accounting.

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Mohanlal Sukhadia University, Udaipur, India  
*Bachelor of Commerce (B.Com) - Commerce*  
*April 2017 – July 2019*

- Completed the Bachelor of Commerce program, gaining a comprehensive understanding of business, finance, and commerce.