

# ZABIULLA

## Digital Marketing Executive

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Bangalore

### EXPERIENCE

#### Digital Marketing Executive

Grassroots Solutions and Services Pvt.Ltd:

📅 12/2023 - Present 📍 Bangalore

Specialized in **Business Process Management Services \BPMS\** and **Digital Solutions**

- Managed Amazon Seller Central accounts for multiple brands,focusing on driving sales growth and ensuring consistent ACoS below 20% through strategic keyword analysis.
- Planned and executed Amazon PPC campaigns Sponsored Products and Sponsored Brand to boost product visibility and sales.
- Analyze reports on key performance indicators ACoS, CPC, CTR, conversion rate, revenue and provide insights to improve campaign performance
- Analyze account performance to identify areas for improvement and implement strategic changes.
- Monitor and analyze campaign performance data regularly and Communicated regularly with Amazon sellers to align advertising strategies with business goals.

#### Process Executive

Startek: 📅 10/2021 - 05/2022 📍 Bangalore

It is a company that provides **customer experience \CX\** and **digital transformation solutions**

- Fraud Detection & orders Monitoring Analyze Flipkart Return transactions to identify fraudulent activities, suspicious payment patterns, and unauthorized access.
- Risk Assessment & Prevention Develop fraud risk management strategies to minimize
- Product Analysis & Investigation Monitor product sales data and customer behaviour to detect anomalies, counterfeit products, or policy violations.
- Return and order Tracking, Trace and verify return requests from customers, ensuring legitimacy and preventing return fraud.
- Customer Service Coordination Communicate with customer by Email & Chat to resolve disputes, verify claims, and escalate suspicious cases.

### EDUCATION

#### Bachelor Of Commerce

GITAM University 📅 07/2019 - 2022

### LANGUAGES

English	Proficient	●●●●●	Kannada	Advanced	●●●●●
hindi	Proficient	●●●●●			

### SUMMARY

Digital Marketing Executive with 1.7 years of experience in managing and optimizing Amazon PPC campaigns and handling Amazon seller accounts. Skilled in campaign analysis, improving ROAS, and implementing strategies to drive sales and boost brand performance. Proficient in downloading and analyzing search term reports, assisting in keyword refinement, and supporting product listing optimization to enhance visibility and conversion rates. Proven ability to contribute to brand growth through data-driven advertising and marketplace management.

### KEY ACHIEVEMENTS

Revive restoration contributoraward (July 2024)

Grassroots IT Solutions

Revive Pataka Performer Award(September 2024)

Grassroots IT Solutions

Revive Thunder Blaster award(October 2024)

Grassroots IT Solutions

### SKILLS

Amazon PPC Campaign Optimization

Keyword Research & Optimization

Campaign Analysis & Reporting

Listing Optimization Support

Increased product sales

SEO Optimization

### CERTIFICATION

Sponsor Ads Certification

Amazon DSP Certification

### INTERESTS

Travelling & Adventure