

Muhammad Dawood Butt

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Professional Summary

Results-driven E-commerce Operations and PPC Specialist with experience in Amazon Seller Central, Amazon Advertising Platform, brand management and performance marketing. Skilled in managing PPC campaigns, optimizing ad performance, increasing conversion rates and currently also performing as Auditor Specialist with a proven track record of delivering measurable business results.

Core Skills

- Amazon Seller Central
- Amazon Advertising Platform
- Keyword Research
- PPC Campaign Management
- Data Analysis & Interpretation
- Client Communication
- Brand Management
- Brand Auditor

Professional Experience

ZELEVATE – Brand Manager & Auditor Specialist

November 2023 – Present

- Manage multiple client accounts alongside the Senior Portfolio Manager and support daily operational activities.
- Execute comprehensive marketing campaigns aligned with client goals while ensuring brand consistency.
- Coordinate workload management and strategic execution based on business priorities.

Zorilax – Brand Manager

July 2022 – October 2023

- Led brand strategy initiatives to improve market visibility and customer engagement.
- Managed end-to-end marketing campaigns aligned with client objectives and brand consistency.
- Collaborated with cross-functional teams to deliver tailored solutions and improve client satisfaction.

Ecomscraper – PPC Specialist

September 2021 – June 2022

- Increased client conversion rates by 35% through targeted PPC campaigns, improving sales and ROI within six months.
- Generated a 45% increase in online sales for the Loft25 brand by optimizing keyword strategies and ad performance.
- Refined ad copy and campaign structure to maximize advertising efficiency and profitability.

Projects & Achievements

Arabian Opulence | 2023 – 2024

- Achieved a 45% increase in online sales through targeted PPC campaigns, keyword optimization and strategic ad copy improvements.
- Product Launch with profitability within 5 months due to less competition high demand.

Education

- I.Com – Aspire College | 2016 – 2018
- O-Levels – Laurelbank School System

Certifications

- Enablers Amazon FBA Mastery