



# ROSHAN MALIK

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## SUMMARY

Results-driven E-commerce & Digital Marketing Specialist with 4+ years of cross-marketplace experience (Amazon, Noon, Shopify), delivering strong performance in B2C retail across UAE, UK, USA, and Australian markets. Proven track record in high-performing product listings, data-driven PPC campaigns, and operational excellence.

## WORK EXPERIENCE

### E-commerce Specialist | SnakeStyle LLC – Dubai, UAE

Apr 2023 - Mar 2025

- Spearheaded reactivation of suspended Amazon and Noon brand accounts through systematic case log management and direct escalations.
- Registered and enrolled the brand into Amazon Brand Registry, enabling enhanced brand protection and A+ content deployment.
- Created SEO-rich product listings and visually engaging A+ content, achieving 1st-page rankings within 7 days of launch.
- Planned and executed targeted PPC campaigns, maintaining a 12% ACOS during product launch phase.
- Conducted deep product and market research using Helium10, Google Trends, and competitor tracking tools.
- Managed complete e-commerce operation including budgeting, pricing strategies, inventory planning, and campaign optimization.
- Designed and executed quarterly marketing calendars aligned with promotional windows and product seasonality.

### E-commerce Specialist | Monteed – Remote (UK Market)

May 2022 - Jan 2022

- Set up and managed an Amazon UK store end-to-end including product sourcing, listing optimization, and PPC campaigns.
- Conducted keyword research and optimized backend and frontend SEO to improve discoverability.
- Maintained ACOS below 20% while driving steady sales growth through iterative ad campaigns.
- Streamlined logistics coordination with FBA and FBM partners and handled order fulfillment reporting.
- Generated weekly sales performance and advertising reports for senior management and clients.

### Digital Marketing & E-commerce Coordinator | Enablers – Sialkot, Pakistan

Feb 2021 – May 2022

- Managed Amazon stores across UK, US, Canada, and Australia; optimized operations for multiple SKUs.
- Executed product research, SEO optimization, and listing creation, resulting in 10% sales uplift.
- Assisted with customer service, feedback management, and A/B testing for conversion improvements.
- Collaborated with the content and design teams to ensure cohesive branding across product pages.
- Launched seasonal email campaigns for engagement and product awareness.

## Digital Marketer & Content Creator | INSPYRE – Sialkot, Pakistan

Oct 2020 – Feb 2021

- Managed performance marketing campaigns across Facebook, Instagram, and LinkedIn.
- Created data-driven content strategies that improved engagement and CTR by 20%.
- Supported e-commerce promotion strategies and collaborated with influencers for brand outreach.
- Reported weekly campaign metrics and contributed to monthly marketing planning.

## Amazon Virtual Assistant | Outsource Solutions – Pakistan (Remote)

Aug 2020 – Oct 2020

- Managed Amazon seller accounts, optimizing product listings for visibility and conversions.
- Conducted keyword research and implemented SEO strategies to boost organic traffic.
- Utilized Amazon Seller Central for tracking inventory, sales, and order fulfillment.
- Handled customer inquiries to ensure satisfaction and positive reviews.
- Performed competitive analysis to identify pricing strategies and market trends.
- Wrote persuasive product descriptions and structured content for higher engagement.
- Monitored product reviews to uphold brand reputation and address feedback.

## EDUCATION

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### University of Central Punjab | Lahore Pakistan

Oct 2016 - July 2020

- BS in Computer Science

## CERTIFICATIONS

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2023 Business Analytics with Excel | 2022 IELTS British Counsel | 2021 Freedom Ticket by Helium 10  
2022 Amazon Bootcamp | 2020 Digital Marketing Bootcamp

## SKILLS

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- Digital Marketing Strategy Development
- Ecommerce Campaign Management
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- Advertising (Google Ads, Amazon Ads)
- Social Media Marketing (Facebook Ads, Instagram Ads, LinkedIn Ads)
- Email Marketing
- Content Marketing
- Web Analytics (Google Analytics)
- Conversion Rate Optimization (CRO)
- A/B Testing
- Ecommerce Platforms (e.g., Shopify)