

## Muhammad Saqib Hanif

### Amazon PPC Manager & Strategist

Lahore, Pakistan | 03255078786 | saqib@sellerboosts.com

LinkedIn: <https://www.linkedin.com/in/saqib30/>

---

## PROFESSIONAL SUMMARY

Senior Amazon PPC Manager and Strategist with 5+ years of experience building, scaling, and optimizing full-funnel advertising programs for U.S.-based brands and aggregators. Managed \$150K+ in monthly ad spend across 20+ Seller Central and Vendor Central accounts, consistently driving lower ACoS, higher TACoS-aware profitability, and double-digit organic rank growth. Deep expertise across Sponsored Products, Sponsored Brands, Sponsored Display, DSP fundamentals, and AI-assisted bidding platforms (Trellis, Teikametrics, Scale Insights). Skilled at translating account-level data into executive-ready strategy, leading PPC pods, and aligning paid media with catalog, creative, and brand operations.

---

## CORE COMPETENCIES

Amazon Advertising Strategy: Sponsored Products (SP), Sponsored Brands (SB), Sponsored Brand Video, Sponsored Display (SD), DSP fundamentals

Campaign Architecture: SKAG & segmented campaign structures, exact/phrase/broad layering, ASIN/category targeting, defensive & conquering strategy

Performance Optimization: Bid & budget management, dayparting, placement modifiers, search-term harvesting, negative keyword sculpting

KPI Ownership: ACoS, TACoS, ROAS, CTR, CVR, CPC, impression share, organic rank, share-of-voice, contribution margin

Launch & Ranking Strategy: New product launches, honeymoon-period ranking, external traffic, coupons, deals, and Vine integration

Analytics & Reporting: Search Query Performance, Brand Analytics, Business Reports, pivot tables, Excel dashboards, weekly/monthly business reviews

Tooling: Helium 10, Data Dive, Jungle Scout, Seller Sprite, Datarova, Merchant Spring, Trellis, Teikametrics, Scale Insights

Leadership & Client Management: Pod leadership, cross-functional collaboration, QBRs, roadmap ownership, stakeholder communication

---

## PROFESSIONAL EXPERIENCE

### Senior Amazon PPC Manager

#### *Seller Interactive | 2023 – 2025*

- Owned end-to-end Amazon PPC strategy for a portfolio of 20+ U.S.-based Seller Central and Vendor Central accounts, managing \$150K+ in monthly ad spend across SP, SB, and SD campaigns.
- Reduced average ACoS by 22% and lifted ROAS by 30%+ through systematic bid optimization, placement modifiers, search-term harvesting, and negative keyword sculpting.
- Engineered keyword and ranking strategies that grew organic sales by 35% and drove top-3 organic rank for high-volume head terms across competitive categories.
- Built segmented campaign architectures (branded, category, competitor, auto-discovery, performance) to isolate spend, improve attribution clarity, and unlock 15–25% efficiency gains.
- Led new product launch playbooks combining PPC ramp-up curves, Vine, coupons, lightning deals, and external traffic sources to accelerate honeymoon-period ranking.
- Implemented TACoS-driven budget governance, shifting reporting focus from in-platform ACoS to total business profitability and contribution margin.
- Mentored junior PPC specialists on bulk-sheet workflows, search-term mining, and bid logic; conducted internal account audits and QA reviews.
- Delivered weekly performance reviews and monthly QBRs to clients via Slack, Loom, and video calls — translating data into clear strategic recommendations.

### Amazon PPC Growth Manager

#### *Full Circle Solutions LLC | 2022 – 2023*

- Managed and scaled PPC programs for 10 brands, generating consistent month-over-month revenue growth and measurable ROI improvement across SP, SB, and SD.

- Partnered with brand managers, creative teams, and catalog operations to align PPC strategy with broader brand, pricing, and merchandising goals.
- Designed and executed structured A/B tests on ad creatives, headlines, lifestyle imagery, and targeting cohorts — improving CTR by up to 28% and CVR by 18%.
- Built full-funnel product launch strategies leveraging PPC ramp curves, promotions, influencer-driven external traffic, and Brand Story placements.
- Tracked and reported on CTR, CVR, TACoS, ACoS, organic rank, review velocity, and Buy Box health; surfaced insights weekly to leadership.
- Conducted in-depth competitor and white-space analysis using Helium 10 and Data Dive to identify share-shift opportunities and positioning advantages.
- Optimized pricing strategy, listing SEO, A+ Content, Brand Store layouts, and creative assets to maximize visibility, conversion, and lifetime value.
- Led AI-assisted bidding pilots (Trellis & Teikametrics), benchmarking automated vs. manual workflows and standardizing the winning playbook across the portfolio.

## **Amazon PPC Account Manager**

### ***Hawksters | 2020 – 2022***

- Created, launched, and managed full-funnel Amazon PPC campaigns (SP, SB, SD) across multiple categories, owning bid and budget pacing end-to-end.
- Performed advanced keyword research and competitive ASIN mapping for new product launches using Helium 10 and Data Dive.
- Built daily, weekly, and monthly performance dashboards in Excel and Google Sheets — including pivot tables, trend graphs, and search-term analysis — to drive data-backed action plans.
- Executed bulk-file optimizations for bid changes, keyword harvesting, negative phrase/exact additions, and placement adjustments at scale.
- Monitored PPC spend pacing and profitability daily, reallocating budget to top-performing campaigns and pausing underperformers.
- Collaborated with analysts, brand managers, pod leaders, and performance directors to align PPC outputs with broader account roadmaps.
- Coordinated with brand management on listing improvements, A+ Content, and main image testing to lift conversion and reduce wasted spend.
- Supported a stronger end-customer experience by aligning ad targeting with optimized listings, ensuring relevance between query, click, and product detail page.

## **EDUCATION**

---

### **Bachelor of Business Administration (BBA)**

***Virtual University of Pakistan | 2014– 2018***

### **FSc (Pre-Engineering)**

***Fazaia InterCollege Samungli, Quetta | 2010–2012***

## **CERTIFICATIONS**

---

- Amazon Sponsored Ads Certification — Amazon Learning Console
- Amazon Retail for Advertisers Certification — Amazon Learning Console

## **TOOLS & TECHNOLOGIES**

---

**PPC & Analytics:** Helium 10, Data Dive, Jungle Scout, Seller Sprite, Datarova, Merchant Spring, Amazon Brand Analytics, Search Query Performance

**AI Bidding & Automation:** Trellis AI Bidding, Teikametrics AI Bidding, Scale Insights

**Productivity & Reporting:** Microsoft Excel (advanced — pivots, lookups, bulk files), Google Sheets, Asana, ClickUp, Slack, Loom