



Muhammad Ahmad Zia

A Strategic Expert in Social Commerce Dynamics



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PERSONAL STATEMENT

With 5+ years of international experience in Ecommerce and Digital Marketing, I specialize in Ecommerce Development, Management with a deep understanding of current digital marketing trends. Seeking a managerial role to drive growth for both myself and a forward-thinking company.



WORK EXPERIENCE

Feb 2023 – Continue

Logixtec Ltd, London, UK

Ecommerce Project Manager

Key Responsibilities:

- Successfully launched many Ecommerce start-ups for clients in the UK, USA, Europe, and Pakistan, primarily on Amazon and Shopify.
- Managed marketing campaigns on Facebook, Instagram, and TikTok, and optimized them for client success.
- Led the team of Amazon account managers, overseen product listings, advertising, and performance analysis.
- Collaborated with major clients such as **FNT Workwear UK, NB Aesthetics USA, Dr. Robert Stone USA, Profusion Ventures USA, I Love New York Corp USA, Addicxion Paris, Fyrtojet Denmark, Gadgets Repair UK, and Ecowayout UK.**

Key Achievements:

- Managed Amazon accounts generating over **\$100K+** in sales per month.
- Delivered successful Amazon and social media ad campaigns with strong ROI for a diverse client portfolio.

Aug 2021 – Jan 2023

MAZ Solutions LLC, Texas, USA

Ecommerce Manager

Key Responsibilities:

- Managed the company's expansion into the USA, focusing on their own Ecommerce projects.
- Led the Amazon team, overseeing product sourcing, listing optimization, and performance tracking.
- Directed and coordinated with team members for Amazon operations, including product hunting, listing, and sales optimization.

Key Achievements:

- Achieved up to 100% profit margins on products sourced for the USA market.
- Successfully drove the company's Ecommerce growth on Amazon.

Jan 2021 – Jan 2023

MAZ Solutions Ltd, London, UK

Digital Marketing Manager

Key Responsibilities:

- Managed social media clients from the UAE, UK, USA, and other countries across industries mainly as healthcare, Ecommerce, and transportation.
- Led a team of graphic designers, video editors, social media executives, and content writers to deliver top-quality marketing assets.
- Personally handled social ad campaigns for clients, ensuring optimal performance and exceptional results.

Key Achievements:

- Delivered successful results to major clients, including **Sovenier Gifts UAE, Honey Bank UAE, QAM Healthcare UAE, South Florida Advanced Rejuvenation USA, Balkan Airways**, and more.
- Consistently achieved extraordinary results through well-optimized social media campaigns, significantly boosting client engagement and sales.

Oct 2020 – Dec 2021

Global EduLink Ltd, London, UK

Digital Marketing Executive

Key Responsibilities:

- Handled Facebook and PPC campaigns for renowned UK educational awarding bodies such as Pearson, CPD, ATHE, QLS, IOSH, etc.
- Managed ad campaigns for their institutes **Global Edulink, South London College, and Next Learn Academy.**
- Worked directly with the Facebook team to optimize sales strategies.
- Managed an advertisement budget of **20K+ GBP per month.**

Key Achievements:

- Delivered a record **ROI of 1700%** on ad campaigns.
- Boosted sales and engagement through targeted advertising efforts.

Jul 2019 – Dec 2021

Self-Employed

Freelance Digital Marketer for Ecommerce Businesses

Key Responsibilities:

- Provided digital marketing and Ecommerce services to **200+ clients** worldwide.
- Presence on international platforms like Fiverr and Upwork.
- Managed a wide range of client projects, including E-Business development, campaign optimization, and consultation.

Key Achievements:

- Maintained a stellar **4.9/5.0 rating** across all freelancing platforms.
- Successfully built a strong client base through exceptional service delivery and communication.



CONSULTANCY/TEACHING/TRAININGS

Feb 2023 - Continue

The University of Lahore, Lahore, PK

Lecturer

- Did a part time job as a Lecturer in the Department of CS & IT
- Taught the subjects related to **Ecommerce & Digital Marketing**.
- Provided mentorship to the students on their Final Year Projects on different **Ecommerce based entrepreneurial ideas** as their **project advisor**.

Nov 2023

Sharif College of Engineering & Technology, Lahore, PK

Guest Speaker

- Presented in an engaging seminar on launching and managing an Ecommerce business, emphasizing key strategies for building a successful online store.
- Provided insights into the critical **role of social media marketing in driving traffic and increasing sales within the Ecommerce sector**.

Feb 2023

International School of Law & Business, Lahore, PK

Keynote Speaker

- Led an interactive workshop during Business & Entrepreneurial Week, focused on providing step-by-step guidance for starting a business on Amazon.
- Covered essential topics such as setting up an Amazon seller account, product sourcing, and effective listing strategies to ensure profitability.
- Engaged participants with real-world case studies, offering insights into navigating the challenges of Amazon's marketplace and building a sustainable online business.

Mar 2022

Roots IVY CMS, Lahore, PK

Guest Speaker

- Delivered a comprehensive presentation on the topic of Business on Amazon, covering key strategies for successful product listings, marketing, and fulfillment through Amazon FBA and FBM models.

Mar 2021 – Jun 2021

Al-Raheem Traders, Islamabad, PK

Ecommerce & Digital Marketing Consultant

- Gave Consultancy to their team to develop online presence, including **Ecommerce System, Digital Marketing, Google My Business**, etc. for their brands:
 - Al-Raheem Traders
 - Himalayan Marbles

Sep 2018 – Sep 2020

The University of Lahore, Lahore, PK

Junior Lecturer

- Took the labs on practical work of information technology related skills for the students of BS Computer Science.

Sep 2017 – Jun 2018

Abdulsalam Group of Colleges, Faisalabad, PK

Lecturer

- Taught the students the courses about information technology and how it can be used to earn money online.



EDUCATION

Feb 2019 – Jan 2023

MS Computer Science

The University of Lahore, Lahore, PK

- Silver Medal Candidate

3.56/4.00 CGPA

Sep 2014 – Aug 2018

BS Computer Science

University of Central Punjab, Lahore, PK

- Highest CGPA in the Batch

3.81/4.00 CGPA