

# GHALIA TARIQ

Ghalia Tariq  
Futurize Student Ambassador |  
Helping Brands Achieve Sales and ...



## Business Professional



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## SUMMARY

Highly skilled and results-driven professional with 4 years of expertise in launching and running successful Amazon businesses. Proven track record of optimizing product listings, managing inventory, and driving sales growth. Seeking opportunities to leverage my experience and knowledge to contribute to the success of Amazon businesses.

## EDUCATION

### Asia Pacific University of Technology & Innovation Malaysia

Masters of Data Science & Business Analytics  
June 2023 - Present (Till June 2024)

### University of Lahore

Bachelor of Science in Mathematics  
2016 - 2020

## SKILLS

- Amazon Seller Central
- Market Research & Analysis
- Inventory Management and supply chain optimization
- Product Listing Optimization
- Competitor Analysis
- Keyword Research
- Strong Communication & and negotiation skills
- Team Management

## CERTIFICATIONS

- Graphic Designing: NS Training Pty Ltd
- Amazon Virtual Assistant: Enablers Pakistan
- Amazon Wholesale Virtual Assistant: E-commerce Science Pakistan

## TOOLS & COMPUTOR SKILLS

- Helium 10
- Jungle Scout
- Keepa
- Power BI
- Tableau
- Sap Lumira
- Microsoft Office
- Hubspot

## PROFESSIONAL EXPERIENCE

### Marketing Officer - My Flex Health Malaysia

November 2023 - Present

- Running Ads on Social media & Google
- Managing Social Media Accounts
- Launched Video series for Brand Awareness
- Corresponding with various companies for collaboration.

### Virtual Assistant - Self Employed

2020 - Present

- Successfully launched and managed multiple Amazon stores, consistently achieving sales growth year over year.
- Conducted comprehensive market research to identify profitable niches and product opportunities, resulting in a 30% increase in product offerings.
- Sourcing the product after the customer's approval which also includes negotiating with the supplier, finalizing the package design, ordering samples, and conducting photography.
- Created and optimized product listings, ensuring high-quality images, persuasive copy, and competitive pricing, resulting in a 20% increase in click-through rates
- Managed inventory and supply chain operations to reduce storage costs and improve order fulfillment efficiency.
- Developed and maintained strong relationships with Amazon Seller Support to resolve account-related issues.
- CRM Management
- Performed as a Team Leader in the agency

### Data Analysis for Product Selection:

- Engaged in comprehensive data analysis to identify high-demand products for Amazon stores.
- Collaborated with brands to obtain price sheets and access web portals for product evaluation.
- Utilized a variety of analytical tools to conduct thorough market research and competitive analysis
- Specialized in filtering out best-selling items, contributing to inventory optimization and sales growth.