Abdul Bishar

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Education

Master of Science in Business Analytics   Mar 2020
Hult International Business School - San Francisco, CA

Master of Science in International Business   Aug 2019
Hult International Business School - Boston, MA

Bachelor of Engineering in Chemical Engineering   July 2017
University of Manchester - Manchester, UK

Professional Experience

Amazon – New York, USA
Marketing Manager, Paid Media   Aug 2022 – Present
- Define, plan, execute, and measure Paid Media Campaigns (social, display ads, Amazon Display, etc.) to drive growth of Amazon's B2B division (Amazon Business)

VaynerMedia – New York, USA
Media Manager, Buying   Jan 2022 – Jul 2022
Senior Media Analyst   Aug 2021 – Jan 2022
Media Analyst   Jul 2020 – Jul 2021
- Built, maintained and optimized advertising campaigns on a variety of platforms (social, search, programmatic)
- Led and trained teams of media & data analysts to apply best practices across advertising data and develop their client communication skills
- Created and present senior client facing reporting consisting of data analysis and highlighting relevant insights
- Developed & maintained data infrastructure and client facing dashboards to allow for self-service access to data
- Extracted, consolidated and analyzed key operational and financial performance KPI's
- Collaborated with creative and strategy teams to turn disruptive qualitative ideas into measurable, actionable and result driven marketing programs with defined hypotheses and success metrics
- Supported senior leadership on adhoc projects and new business pitches to win new clients and improve existing relationships

Serendipia Life Inc – San Francisco, USA   Jan 2020 – May 2020
Growth Analyst: Responsible for developing growth strategy to increase customer base
- Grew monthly leads by 80% and achieved maximum occupancy by implementing a new full-funnel strategy
- Developed culture of experimentation through optimization of SEO, SEM and FB ads
- Tested a multiple regression framework to predict profile of high LTV customers

REMORA - Geneva, Switzerland   Jan 2018 – Sep 2018
Co-Founder: Responsible for e-commerce and marketing analytics
Market Research:
- Analyzed competitor data using tracking software to identify products to sell as private label on Amazon
- Benchmarked competitors by analyzing and scraping over 10,000+ Amazon customer reviews to determine competitive opportunities and market gaps
Product launch:
- Sourced and organized delivery of goods from manufacturers in China to Amazon warehouses in USA
- Raised organic ranking by 180% in three months resulting in two products reaching the first page on Amazon for their main keywords
- Managed advertising budget between Amazon PPC, FB/IG ads

Personal Projects

Generating Key Words for Google Ads (Data Science: R) – San Francisco, CA   Feb 2020
- Built Data Frame to prototype a keyword set for search campaign for large online furniture retailer
Air France Digital Marketing Campaign Analysis (Data Science: R) – San Francisco, CA   Nov 2019
- Used multiple & logistic regression to improve ROAS by analyzing click stream data across four channels

Additional Information

Certifications: Business Analytics Specialization **(Wharton Business School, 2020),** Business Statistics and Analysis **(Rice University, 2019)**, Intermediate SQL/Analyzing Business data in SQL **(Data Camp)**, Advanced Google Analytics/Google Ads Fundamentals/Digital Sales **(Google)**, Inbound marketing/social media **(HubSpot),** Certified Media Buying & Planning professional **(Facebook),** Marketing Foundations **(TTD)**

Languages: English (Native), Swahili (Fluent)