

# Ahmad Al, Affiliate Partnership Manager

London, 07928040550, ahmad@takimimedia.com

## LINKS

[Blog](#), [Dropshipping store](#)

## PROFILE

Experienced Affiliate Manager adept at growing merchant partnerships, driving revenue & optimizing relationships.

Skilled in a variety of marketing channels, tools, & strategies, & committed to high-performance standards.

## SKILLS

Google Analytics (GAIQ Certified)

Cube Analysis

Affiliate platforms: ShareASale, Awin, Rakuten, FlexOffers, & Impact

SalesForce

Negotiation

Copywriting

Microsoft Excel

Communication

Critical thinking & problem solving

Dedicated teamplayer

## EMPLOYMENT HISTORY

Jul 2023 — Present

### Affiliate Partnership Manager, Kelkoo Group

London

- Promoted from junior & became responsible for handling ShareASale & Rakuten US, CA, & AU, along with Awin US, CA, AU, MX, & BR.
- Grew ShareASale from 5k monthly GM to 15k monthly GM.
- Created training material for a new junior hire.
- Provided training & support to the new junior hire.
- Achieved my yearly target of 36k GM in new business by 103%.
- Grew Awin US from \$40k commissions in 2022, to \$90k in 2023.
- Grew Awin BR from BRL 65k commissions in 2022, to 367k in 2023.

Jan 2023 — Jun 2023

### Junior Affiliate Partnership Manager, Kelkoo Group

London

- Helped the CPA team by prospecting & applying for new merchants on Impact & FlexOffers.
- Utilized market research & tools like SimilarWeb to analyze potential partnerships.
- Helped the team leader grow Impact US from 2k GM a month to up to 10k+ GM a month.
- Became responsible for Awin (US, CA, AU, MX, BR) in February & grew the US account from \$15k GM in 2022, to \$47k GM in 2023..
- Grew the BR account from 4.8k GM in 2022, to 43k GM in 2023.
- Learned all about account management & consistently received praise for my communication skills.

Oct 2023 — Present

### Creator, Takimi Media

London

Created a Wordpress website to write weekly content around psychology & holistic well-being.

- Wordpress web design
- Researching, writing, & editing content
- SEO research & optimisation
- Google Analytics set up
- Content advertising on Twitter/Meta

Apr 2022 — Present

### Founder, [www.themusclebands.com](http://www.themusclebands.com)

London

Created a dropshipping Shopify store to practice & learn more about eComm & marketing.

- Market research using tools like Similarweb, Sparktoro, & forums like Reddit, Quora + Youtube comments
- Designing Shopify store.
- Website copywriting.
- Product page optimised for conversions by applying psychology: social proof, trust badges, benefit driven copy.
- SEO keyword research via SEMrush.
- Technical & on-page SEO.

- Setting up Google Analytics (UA + GA4).
- Setting up & creating automated email flows via Klaviyo: welcome flow, browse abandonment flow, cartabandonment flow, and post purchase flow..
- Product Photography.
- Custom landing page creation for paid social campaigns.

Apr 2018 — Aug 2022

### Freelance Transcriptionist, Rev

London

- Transcribing voice and video recordings of various clients from different industries while adhering to Rev's guidelines.

Jun 2018 — May 2019

### Social Media assistant & Customer Service, @Yummy\_Gelato\_Cake

Remote - Dubai

- Increased repeat customers by providing exceptional customer service & assuring customer satisfaction
- Responded to customer inquiries promptly
- Implemented an automated Instagram posting system via Hootsuite

Jun 2017 — Dec 2017

### Video Editing intern, Al Ghad TV

London

- Assisted team members in video editing by trimming & editing footage, layering audio & graphics & preparing for the final edit.

Mar 2012 — Dec 2012

### Highschool Intern, Alarabiya TV (MBC Group)

Dubai, United Arab  
Emirates

- Translated documentary film scripts from Farsi to Arabic and English
- Translated and posted Tweets from Farsi to Arabic and English
- Assisted the team with various needs

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## EDUCATION

Sep 2013 — Jul 2017

### B.A Media & Communications (+foundation year), University Of Sussex

Brighton

During my time at university I learned valuable skills such as:

Dubai, United Arab Emirates

Resilience. Presentation. Teamwork and leadership. Research and survey interviews and analysis for final dissertation. Advertising and Social Change course. Video production course. Audio & Sound course.

Sep 2005 — Jun 2013

### Highschool Diploma, Al Maarifa International Private School

Sharjah - United Arab  
Emirates

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## COURSES

Data Analytics Professional Certificate, Google  
(Coursera.org)

Google Ads Certification, Google

Excel for Marketers, HubSpot Academy

SEO Certification, HubSpot Academy

Digital Advertising Certification, HubSpot  
Academy

Advertising on Facebook: Advanced, LinkedIn  
Learning

Content Marketing Fundamentals, LinkedIn Learning

Fundamentals of Digital Marketing, Google Digital Garage

Introduction to Marketing, University of British Columbia (Edx.org)

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LANGUAGES

English  
Arabic

Farsi