

ATIF MANZOOR

Marketing Lead & AI Builder

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Summary

Marketing operator running commercial functions — brand building, ecommerce, international trade, GTM — since launching and growing a fashion brand in Pakistan on organic reach alone, now executing full-stack marketing using AI as the build layer. Generated £100k+ in revenue, leading Amazon GTM across three full-cycle product launches for UK and USA clients. Founded and ran an ecommerce brand end-to-end for two years. Grew an organic content site to 30,000 monthly readers from zero. Most marketers can't build. Most builders have never run a P&L. I do both, and I ship without waiting on a team.

Experience

Independent — Marketing Lead & AI Builder 2019 — Present

Amazon GTM & Commercial Operations

Lead end-to-end go-to-market for 3 physical product lines for UK and USA clients, generating £100k+ in revenue across full-cycle launches (research, sourcing, launch, paid acquisition)

Directed Amazon listing strategy, PPC campaign structure, and launch execution — delivered a 3.59 ROAS at 27.83% ACOS on managed ad spend across 35+ active campaigns

Managed global supply chain with Chinese manufacturers (price negotiation, prototype QA, inventory inspection) while maintaining 99% in-stock rates through demand forecasting and freight coordination

Brand Building & Ecommerce

Founded and ran ZIKR, a certified-gemstones ecommerce brand, for 2 years — owned brand direction, Meta ads, organic content, and led a small team in a high-consideration category built on trust

Grew a niche content site to 30,000 monthly organic readers through SEO architecture and long-form content strategy, monetized via Ezoic

AI-Native Marketing & Product Delivery

Delivered a paid client engagement in Saudi Arabia: designed and built an internal operations/inventory tool for a date farm business, architected and shipped end-to-end using Claude — direct, hands-on experience delivering to a Gulf-market client, not just remote work in general

Currently advising on brand direction and growth strategy for an AI systems company in Pakistan & UK (early-stage, ongoing)

Tools: Claude Code — strategy execution, full-stack build, deployment · Higgsfield — visual content generation

Domains:

GTM Strategy · Brand & Ecommerce · Paid Acquisition (Amazon PPC, Meta Ads) · SEO & Organic Growth · Supply Chain Operations · AI Product Delivery