

AHMED MUHAMMAD

AMAZON ACCOUNT SPECIALIST

CAREER OBJECTIVE:

Analytical and performance-focused Amazon PPC & Account Specialist with 3+ years of experience managing multimarket place accounts across Amazon, Walmart, Wayfair, eBay, and Best Buy. Skilled in full-funnel advertising (SP, SB, SD, DSP), SEO-rich listing optimization, catalog compliance, and data analytics. Adept at reducing ACOS, boosting ROAS, and executing keyword and competitor strategies that rank products on page 1. Proficient with Helium 10, Data Dive, Pacvue, and other leading Amazon tools to deliver scalable growth.

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PROFESSIONAL EXPERIENCES:

Amazon Ads Specialist: Kepler Commerce

Feb 2025 - Presents

A data-driven Amazon growth agency working with high-revenue e-commerce brands.

Responsibilities:

- Managed 10+ full-funnel Amazon ad accounts in competitive categories like supplements, home, and beauty.
- Built and optimized Sponsored Products, Sponsored Brands, and Sponsored Display campaigns using auto/manual segmentation.
- Conducted in-depth keyword performance analysis using Helium 10 and Data Dive.
- Collaborated on listing optimization (titles, bullets, A+ content) with designers and copywriters.
- Delivered detailed KPI reports including ACOS, CTR, CVR, ROAS, and keyword rankings.
- Resolved ad policy and listing suppressions through proactive compliance management.
- Created SOPs and internal documentation for campaign setup and reporting.

Achievements:

- Reduced ACOS by 34% while scaling one account's revenue to \$170K/month.
- Launched and ranked multiple ASINs on page 1 within 3 weeks.
- Scaled ad spend for a brand from \$150/day to \$1,000+, maintaining profitability.

Amazon Account Manager: Soft Spun Pvt. Ltd (UK & EU Marketplace)

Aug 2024 – Jan 2025

A UK-based apparel brand focused on SEO and ROI-driven advertising.

Responsibilities:

- Managed catalog of 500+ SKUs across UK, DE, FR, and IT Amazon marketplaces.
- Conducted keyword audits and implemented backend SEO strategies.
- Reduced ACOS from 85% to 38% by restructuring bids and optimizing match types.
- Coordinated with design and content teams to enhance CTR and page engagement.

Achievements:

- Boosted conversion rates by 24% through A/B testing, market research, and refined ad creatives.
- Delivered consistent weekly reporting with insights on profitability and keyword performance.

E-commerce Manager:
Canadian Linen Bed & Bath Store

Jan 2023 – Jun 2024

Bedding & bath product seller with multi-channel marketplace presence.

Responsibilities:

- Managed 4 private label brands with 2,000+ SKUs across Amazon, Walmart, eBay, Wayfair, and Best Buy.
- Reduced ACOS from 108% to 46% through campaign pruning and bid optimization.
- Automated stakeholder reporting using Helium 10, Pacvue, and Amazon data tools.
- Resolved catalog compliance issues, listing suppressions, and variation errors.

Achievements:

- Achieved stable profit growth and organic ranking improvement across SKUs.
- Developed SOPs for catalog workflows, listing creation, and issue resolution.

EDUCATIONAL CREDENTIALS:

DEGREE/CERTIFICATION	UNIVERSITY/INSTITUTE	YEAR OF PASSING
Bachelor of Business Administration (BBA)	University of Karachi	2025
Certification In Amazon Private Label	Extreme Commerce	2022
Diploma In Marketing & Advertising	IDM Pakistan	2024

PROFESSIONAL SKILLS:

Amazon PPC (SP, SB, SD, DSP)	Campaign Structuring	Helium 10, Jungle Scout, Data Dive
Amazon Seller Central, Brand Analytics, A+ Content	Listing Optimization & SEO	Excel, Google Sheets, Click Up
Inventory & Account Health Monitoring	Social Media Marketing	Keyword Research & A/B Testing
Google AdWords	Facebook Ads	Marketing Research

CURRICULAR ACTIVITIES:

Cricket	E-commerce Trends	Tech & Data Analysis
Digital Nomad Culture	Freelance Mentoring	Case Study Writing

REFERENCE:

Available upon request.