



## Muhammad Ali

**Date of birth:** 23/12/1996


**Nationality:** Pakistani

**Gender:** Male

## CONTACT

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## ABOUT ME

As an Amazon PPC Specialist, I am helping businesses accelerate their growth on Amazon by providing Advertising services. I have a deep understanding of the latest strategies that work. I make **Data-Driven Decisions** using **Macro Sheets, SQP report, Product Opportunity Explorer, Scale insights, Data-Dive tools, Helium10, MerchantSpring, SellerRise** for comparing **MoM, YoY Sales**, making sure that I **GROW the Revenue**. I learnt from **MAG Paid PPC Course (My Amazon Guy)**, SellerSy stems, Million Dollar Sellers Community, Stephen Noch - That Amazon Ads Masterclass, Seller Tradecraft, Extreme Commerce, Ecommerce Outset, Enablers, **H10 PPC Course by Mina Elias**, DigiMasters.

## WORK EXPERIENCE

**01/02/2023 – 20/06/2024** Phoenix, United States

### Head of PPC Amerify.co

*Amerify is an Amazon Management Agency, we focus on innovative growth strategies, ensuring your brand not only stands out but also excels on Amazon.*

*Achievements/Tasks*

*Managing PPC of Amazon Accounts*

*Working within set KPI's*

*Audit and Reporting*

**01/01/2023 – 01/01/2024** Berlin, Germany

### Amazon Marketing Manager Razor Group

*Razor Group is one of Europe's fastest growing and most profitable Amazon Aggregator. In March 2024, the Berlin-based Razor Group acquired Perch, an Amazon aggregator based in Boston.*

*Achievements/Tasks*

*Launched & Managed 1200+ Amazon new Product Launches via PPC Optimization & New Campaign creations*

*Bulk file uploads*

*Contact : Christian Geusau*

**01/08/2022 – 01/03/2023** Singapore

### Amazon PPC Lead Split Dragon

*Split Dragon provides services that helps marketplace eCommerce brands & sellers win on the platform such as Amazon.*

*Achievements/Tasks*

*Managed \$10K+ per month Spend*

*Achieved Target ACOS 30%*

*Analyzed PPC reports*

*Contact : Matthew Schone - [linkedin.com/in/mattschone](https://www.linkedin.com/in/mattschone)*

**Address** (Worked Remote), Singapore

## EDUCATION AND TRAINING

**01/10/2015 – 01/06/2019** Multan, Pakistan

### EDUCATION BS. Chemical Engineering

**Website** <https://www.nfciet.edu.pk/>

**01/04/2021 – CURRENT** Islamabad, Pakistan

### Bachelor of Business Administration Allama Iqbal Open University

**Website** <https://aiou.edu.pk/>

## LANGUAGE SKILLS

Other language(s):

English

Listening C1

Reading C1

Writing C1

Spoken production C1

Spoken interaction C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

Amazon Advertising | Bids Optimization | SQPR Keyword Research | P&L Analysis | Scale Insights | Skai | Kenshoo | Data-Dive | Budget allocation | SellerRise | Analytics/Stats Reporting | Microsoft Excel | Good listener and communicator | Manage/Create Amazon Ad Campaigns | SQP Report analysis | Conversion rate optimization | Slack/Asana/ClickUp

## RECOMMENDATIONS

- **Owais G.** Founder at Amerify  
**Ali has been phenomenal for us!**  
Link [linkedin.com/in/ali96/](https://www.linkedin.com/in/ali96/)

## HOBBIES AND INTERESTS

- **Book Reading**
- **Learning**
- **Travel**

## CERTIFICATIONS

- **11/11/2023 - 11/11/2024**  
**Sponsored Ads Certification**  
It was granted by Amazon Ads.  
Link <https://learningconsole.amazonadvertising.com/student/award/RV1ka7ffwxWLkn6NqsuzRXkf>
- **03/05/2023 - CURRENT**  
**Amazon PPC Course**  
It was granted by "My Amazon Guy" after completing the Course and Test.  
Link [https://drive.google.com/file/d/1\\_OF\\_3JMERoJelnbEIX\\_tC-KwQ1r34ATQ/view?usp=sharing](https://drive.google.com/file/d/1_OF_3JMERoJelnbEIX_tC-KwQ1r34ATQ/view?usp=sharing)
- **01/02/2022 - CURRENT**  
**Amazon FBA Private Label MBA**  
*Seller Tradecraft*  
Link <https://www.sellertradecraft.com/>
- **01/11/2021**  
**Advance Amazon Basics**  
*Ecommerce Outset*  
Link <https://ecommerceoutset.com/>
- **01/01/2021**  
**Amazon Virtual Assistant**  
Enablers is Pakistan's Largest Ecommerce Platform.  
Link <https://enablers.org/>