

# HASSNAIN SUBHANI

## E-COMMERCE SPECIALIST

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### PROFILE SUMMARY

Driven by inspiration from top entrepreneurs, I transitioned from Biomedical Engineering to a Virtual Assistant role, focusing on Amazon FBA. I mastered the art of Amazon FBA product hunting while working for the Subhani Store LLC. With over two and a half years of experience managing Amazon accounts, I excel in both wholesale, and private label domains. At Commerce Kind, I secured brand approvals within a short period, conducted market research using advanced tools like Jungle Scout and Smart Scout, and managed inventory effectively. My strategic planning and data-driven decisions led to increased sales and business growth.

In private label, I optimized listings with advanced SEO techniques, improving search rankings and organic traffic. I also assisted in PPC campaigns, boosting sales significantly. I'm currently working on Amazon DSP to strengthen my skills, and I'm committed to developing a strong expertise in this area for effective campaign management in the future. My ability to build strong business relationships, maintain detailed records, and ensure seamless operations has been invaluable in driving company success.

### PROFESSIONAL SKILL

Research Skills	Customer Service	Brand Approvals	Inventory Management
Amazon Product Hunting	Product Research	Market Research	Seller Central Management
PPC Campaign Management	Listing Optimization	Keyword Research	Catalog Management

### EDUCATION

<b>Intermediate (Pre-Medical)</b> KIPS College, Multan	2016 – 2018
<b>Biomedical Engineering</b> University of Engineering and Technology, Lahore	2019 – 2023

## WORK EXPERIENCE

### Virtual Assistant

April, 2022 – December, 2022

#### Freelance Work

- Worked as an Amazon Virtual Assistant, specializing in FBA wholesale product hunting
- Successfully identified and sourced profitable opportunities, contributing to increased sales
- Applied skills in optimizing product selection strategies to drive business growth and maximize profitability.
- Successfully optimized product listings using advanced SEO strategies, leading to improved search rankings and increased organic traffic, significantly boosting sales and visibility on Amazon.
- Managed PPC campaigns, resulting in a substantial increase in sales and contributing to the overall growth and success of the businesses I worked with.

### Product Research Analyst

January, 2023 – January, 2024

Subhani Store LLC, Florida USA

- Conducted thorough market research and analysis to identify potential wholesale product opportunities on Amazon FBA platform.
- Utilized advanced tools such as Jungle Scout and Helium 10 to assess market trends, competition, and profitability for effective product sourcing.
- Implemented strategic product selection criteria to ensure alignment with market demands and customer preferences.
- Collaborated with suppliers and negotiated favorable terms to secure high-quality and cost-effective wholesale products for optimal sales performance on the Amazon platform.

### Amazon Wholesale Associate

February, 2024 – July, 2024

CommerceKind, Lahore Pakistan

- Secured approvals from 50 brands within 2 months by conducting extensive research on approximately 5000 brands using tools like Seller Spyng, Smart Scout, and Jungle Scout, and followed up regularly.
- Built and sustained long-lasting business relationships with multiple brands, ensuring consistent and professional communication to foster trust and collaboration.
- Managed inventory levels, developed shipment plans, handled product listings, and maintained accurate records using Excel, finalizing multiple products from the wholesale sheets provided by brands.
- Efficiently managed Seller Central, monitored buy box rotation through Keepa, and maintained detailed records of profitable products to ensure optimal performance in the marketplace.
- Developed and implemented effective strategies for product sourcing, pricing, and inventory management, leading to a significant increase in sales and driving overall business growth.

## Amazon Account Manager

July, 2024 – Present

Biz Spartan, Warwick, New York, USA

- Managed and optimized Amazon FBA wholesale operations, ensuring seamless inventory management and timely order fulfillment.
- Secured multiple brand approvals through effective communication and negotiation, expanding product offerings, and maintaining compliance with Amazon's policies.
- Conducted detailed market research and competitor analysis using tools like Jungle Scout and Keepa to identify profitable niches and product opportunities.
- Developed and managed PPC campaigns using strategies to optimize ACOS, TACOS, and ROAS, resulting in increased product visibility and sales.
- Utilized Helium 10 for keyword research and SEO optimization to enhance product listings, improve CTR, and increase organic traffic.
- Enhanced landing pages and product listings to boost user engagement and conversion rates, employing techniques to lower CPC while maximizing ROI.
- Maintained account health by effectively managing customer feedback, addressing negative reviews, and ensuring high seller performance metrics.

## Amazon Account Manager

October, 2024 – Present

WorkStaff360, Toronto, Ontario, Canada

- I managed end-to-end Amazon Seller Central operations, focusing on optimizing product listings for better visibility and customer engagement.
- Developed and executed effective PPC campaigns to increase product reach and enhance return on ad spend.
- Analyzed sales data and market trends to identify growth opportunities, improving brand positioning in a competitive marketplace.
- Provided strategic insights for account health management, ensuring compliance with Amazon policies and sustaining high account performance.

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## CERTIFICATIONS

- **Amazon Sponsored Ads Certification**

Issued by Amazon

Issued Oct 2024 . Expires Oct 2025

- **Amazon Ads Campaign Optimization Certification**

Issued by Amazon

Issued Oct 2024 . Expires Oct 2025