



# MELCHOR PAGULAYAN

Amazon VA | Shopify VA | E-Commerce Virtual Assistant

## CONTACT

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- Rizal, Philippines

## EDUCATION

**Angono Natinonal High School**  
2001 - 2005

### Certification

Amazon AVA PH  
Fast Track Academy  
FAMA Accelerator Workshop ( Fb-Ads )  
ProVA.ph ( Shopify )  
HBC ( Go-High-Level )

## EXPERTISE

- Amazon FBA Product Research (Keepa)
- Shopify Product Listing & Store Management
- E-commerce Website Maintenance
- Affiliate Marketing & Deal Posting
- Basic Facebook Ads & SMM
- Basic AI Tools
- Basic Website Development

## LANGUAGE

English  
Filipino

## PROFILE

E-Commerce Virtual Assistant with 8+ years of experience supporting Amazon FBA sellers, affiliate marketers, and Shopify dropshipping businesses. Skilled in product research, ranking strategies, store operations, and customer support, with a proven track record of enhancing ROI and operational efficiency.

## PROFESSIONAL EXPERIENCE

### Amazon Virtual Assistant 2014 - 2017

- Ranked multiple products on Amazon page 1 using keyword-based strategies
- Coordinated buyer promotions and launch campaigns
- Improved organic visibility and sales momentum

### Amazon Affiliate (Commission-Based) 2017 - 2022

- Promoted high-converting Amazon deals via Facebook groups
- Generated consistent affiliate commissions
- Analyzed buyer behavior and conversion triggers

### Fast Track FBA Product Researcher 2022 - 2023

- Identified profitable FBA products with strong demand and margins
- Used Keepa and manual analysis to validate trends
- Improved client ROI and sourcing confidence

### General VA - Shopify / E-Commerce 2023 - 2025

- Managed product uploads, orders, inventory, and customer support.
- Maintained store accuracy and operational efficiency
- Website developer and maintenance
- Recognized for reliability and independent work

## REFERENCES

### Mari Paz Caminong

AVAE Elites PH - Lead Trainer/CEO

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