



MELCHOR PAGULAYAN

Amazon VA | Shopify VA | E-Commerce Virtual Assistant

CONTACT

- +63 929 416 3102
- melchor06pagulayan@gmail.com
- Rizal, Philippines

EDUCATION

Angono National 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

Contact: +63955 605 6669

mari.fbaoperations@gmail.com