

M Saad Mukhtar

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SUMMARY

Amazon Expert with 1 year of experience in brand launch and optimization at Midnight Green LLC. Proven track record of successfully launching and growing brands on the Amazon platform. Skilled in product listing optimization, keyword research, PPC advertising, and competitor analysis. Applying for Amazon Expert positions to utilize expertise in driving sales, increasing brand visibility, and enhancing overall performance on Amazon.

EXPERIENCE

Amazon PPC Expert Be Wellness LLC

November 2023 - Present, Utah

- As an Amazon PPC Expert at Be Wellness Rx, I lead and execute strategic Pay-Per-Click campaigns to drive targeted traffic, enhance brand visibility, and optimize conversion rates. Leveraging my expertise, I meticulously manage and refine advertising initiatives, ensuring maximum return on investment. With a focus on data-driven decision-making, I contribute to Be Wellness Rx's success in the competitive Amazon marketplace by delivering impactful and results-oriented PPC strategies.

Amazon Brand Launch Midnight Green LLC

May 2023 - Present, Utah

- Successfully spearheaded the launch of an Amazon brand, Midnight Green, employing strategic planning and execution. As a pivotal team member, played a crucial role in establishing the brand's presence on the Amazon platform. From crafting compelling product listings to implementing effective marketing strategies, contributed to the successful introduction and growth of Midnight Green in the competitive e-commerce market.

Amazon FBA Expert PISHON RIVER LLC

November 2022 - June 2023

- Dedicated Amazon FBA Virtual Assistant at Pishon River LLC since October 2022, with a transformative 7-month tenure. Instrumental in building the business from scratch, contributing to its growth and success in the competitive e-commerce landscape. Committed to optimizing operations, enhancing product listings, and driving results for Pishon River LLC in the dynamic world of Amazon FBA.

PROJECTS

PPC Campaign

Midnight Green LLC • September 2024 - February 2024

- Developed and executed a targeted PPC campaign, leading to a 30% increase in product visibility.
- Applied A/B testing to refine ad messaging, resulting in a 20% improvement in click-through rates.
- Conducted rigorous keyword research, achieving a 20% boost in ad relevance.
- Strategically allocated budget across high-performing keywords, maximizing ROI.
- Implemented robust conversion tracking, attributing PPC-generated sales accurately.
- Generated comprehensive performance reports, facilitating informed decision-making.

Amazon Private Label Product Launch

Midnight Green LLC • May 2023 - September 2023

- Strategized and executed a comprehensive Amazon private label launch plan, leading to a product reaching the Top 100 in its category within 3 months through SEO optimization, targeted PPC campaigns, and savvy market analysis.
- Conducted comprehensive market research and data analytics to identify niche markets, leading to the development and launch of a private label product line on Amazon that achieved \$50K in revenue within the first quarter post-launch.

Sourcing

Green Planet TP inc • August 2022 - October 2022

- Established strategic partnerships with reliable suppliers.
- Negotiated favorable terms, achieving cost reductions.
- Conducted rigorous supplier assessments to ensure quality standards.
- Diversified sourcing channels to enhance supply chain resilience.
- Implemented efficient procurement processes for timely deliveries.
- Continuously monitor supplier performance and relationships.

EDUCATION

Bachlors of Computer Science

University of Sargodha • Sargodha, Punjab, Pakistan

- Currently in my 5th semester pursuing a degree in Computer Science at the University of Sargodha. Engaging in a dynamic curriculum, I am gaining comprehensive knowledge and hands-on experience in the field. Eager to leverage this educational journey to develop practical skills and contribute meaningfully to the ever-evolving world of computer science upon graduation.

FSC Engineering

Minor in Mathematics • Readers Collage • Sargodha, Punjab, Pakistan • 2021

- I have completed my FSC Engineering degree at Reader College, achieving an outstanding score of 1063 out of 1100. This academic achievement reflects my dedication to excellence in the field of engineering, showcasing a strong foundation of knowledge and commitment to academic success.

SKILLS

Amazon FBA

Full Stack Development

Selling on eBay

Walmart Selling

Shopify Store Management

Time Management

Problem-Solving Skills

Highly Motivated