

MUHAMMAD SANA ULLAH

Amazon FBA Consultant | Private Label • Wholesale • AI-Driven Growth

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PROFESSIONAL SUMMARY

Amazon e-commerce consultant with a proven, **100% Job Success** track record across private label launches, PPC management, and wholesale FBA. I help brands move from product research to profitable, ranked listings — combining hands-on Seller Central execution with data-driven decisions from Helium 10, Keepa, and SellerAmp (all personal paid subscriptions). On the wholesale side, I work with authentic brands and authorized distributors to source profitable products with verified, gating-friendly supply. Government-registered freelancer (PSEB, Govt. of Pakistan) delivering end-to-end Amazon growth: authentic sourcing, conversion-focused listings, profitable ad campaigns, and margin protection through full FBA fee modelling.

CORE EXPERTISE

- ▶ Private Label Product Research & Launch
- ▶ Amazon PPC / Sponsored Ads (ACOS & ROAS)
- ▶ Listing Optimization & Amazon SEO
- ▶ Keyword Research & Ranking Strategy
- ▶ Wholesale Sourcing via Authorized Distributors
- ▶ Authentic Brand Accounts & Ungating
- ▶ Inventory & FBA Fee / Margin Modelling
- ▶ AI-Assisted Research, Listing Copy & Analysis

TOOLS & SOFTWARE

Helium 10 (Xray, Cerebro, Magnet) • Keepa • SellerAmp • Amazon Seller Central • Amazon Ads Console • Jungle Scout • AI Tools (ChatGPT / Claude for copy & research) • Excel / Google Sheets (FBA models) • Canva

PROFESSIONAL EXPERIENCE

Amazon FBA & Private Label Consultant

2022 – Present

Freelance (Upwork & Direct Clients) — Verified Government-Registered Freelancer, PSEB

- ▶ Maintained a **100% Job Success** rating across completed contracts, serving international clients in the US, UK and Australia.
- ▶ Built and managed a **private-label brand from the ground up** — handling product selection, supplier vetting, listing creation, variations setup, and go-to-market strategy.
- ▶ Built data-backed product research and launch blueprints using Helium 10 Xray & Cerebro, identifying competitor weaknesses and patent-safe design-around opportunities.
- ▶ Run **wholesale FBA sourcing** — building relationships with authentic brands and authorized distributors, verifying supply, and matching Keepa data to wholesale pricing with full FBA fee and margin models.
- ▶ Use **AI tools to accelerate delivery** — drafting high-converting listing copy, speeding up product and keyword research, and turning raw market data into clear client-ready insights.
- ▶ Structured and optimized PPC campaigns to improve keyword ranking and reduce ACOS, and produced client-facing strategy decks with embedded market data.

Educator (BPS-14) — Permanent Government Servant

2017 – Present

Education Authority Punjab, District Khushab — Govt. of Punjab, Pakistan

- ▶ 8+ years of permanent government service; ECCE Resource Person under the Punjab Human Capital Investment Project (PHCIP) — demonstrating reliability, communication and training expertise.

CERTIFICATIONS

- ▶ **Freelancer Certificate of Registration** — Pakistan Software Export Board (PSEB), Govt. of Pakistan • Reg. FL21/PSEB/2023/4652
- ▶ **Amazon Virtual Assistant** — DigiSkills.pk (Govt. of Pakistan / Ignite) • ID: RZY9DRKMK
- ▶ **Freelancing** — DigiSkills.pk • ID: UFAJFN8PQ
- ▶ **Graphic Design** — DigiSkills.pk • ID: 7ANCHR6PQ • **AutoCAD** — DigiSkills.pk • ID: BYJYWYCPQ
- ▶ **Active Taxpayer** — Federal Board of Revenue (FBR), Pakistan

EDUCATION

M.A. English — University of Sargodha	2016
B.Ed. — Allama Iqbal Open University, Islamabad	2014
M.A. History — University of the Punjab	2012

LANGUAGES

English (Professional) Urdu (Native) Punjabi (Native)