

Mudassir Jahangir

Amazon Sponsored Ads Manager



PROFILE

I am Mudassir, a growth-focused Amazon Expert and well versed in brand management and passionate about sales growth. I specialize in comprehensive Amazon services, from product sourcing to advertising management. With a mature entrepreneurial mindset, I offer strategic solutions to help clients launch, optimize, and maximize profits on the platform.

CONTACT

+92 315 650 1526

mudassirjahangir.info@gmail.com

Sargodha, Punjab, Pakistan

SKILLS

- Amazon Advertisement (PPC)
- Amazon Product Research
- keyword Research
- Competitor Analysis
- Account Audit
- Comprehensive Reporting
- Task Management
- Amazon Listings Optimization
- ClickUp Tasks

EXPERIENCE

Amazon PPC Manager

2021-2022

FBA Mastery

As part of my role, I assist my client in achieving their Ad sales goal by managing Sponsored Products (SP), Sponsored Brands (SB), and Sponsored Display (SD) campaigns on Amazon. To efficiently carry out these tasks, I rely on various tools like Helium 10, Pacvue, Clickup, and Slack.

Working as an Advertising manager in a reputed firm and holding responsibilities.

- Amazon PPC Management
- Amazon Accounts Audit
- Extensive Keywords Research
- Updating the keywords list regularly
- Competitors Research

Amazon Listing Optimization

2021-2023

Fiverr

As an Amazon Listings SEO specialist, I identify strategies, techniques, and tactics to increase visitors to client SKUs and improve amazon search engine rankings.

Key Roles:

- perform Keyword Research
- Optimize Product Title
- Optimize Product Search terms
- Optimize Product Price.
- Optimize Product Description
- EBC/A+ content
- Optimize Product Images
- Optimize and emphasize the product's bullet points

Amazon Brand Manager

2021-2023

Amazon

I was responsible for developing and executing strategies to establish and grow the client's brand presence in the market. I was responsible for A-Z strategy management and execution.

- Creating analysis reports for the clients and giving advice.
- Analyzing the listing.
- Listing optimization with Helium 10 & Data Dive.
- Comparing the listing to other competitors
- Account Audit
- Analyzing the problem with listings and opening case with amazon
- PPC Management

CERTIFICATIONS

**Amazon Sponsored
Ads Certification** Sep-2023
Amazon

Amazon PPC Course July-2023
My Amazon Guy

**ClickUp Novice
Certificate** July-2023
ClickUp

LANGUAGE

English (Good)

Urdu (Good)

Performance Marketing Manaer (PPC) 2022-2023
Sohomax

At the company, I was responsible for handling PPC for six different brands, all within a single account. My job involved making sure the ads for these brands were effective and brought in good results.

I kept a close eye on campaign performance metrics such as high Advertising Cost of Sales (ACOS) and excessive Ad spending with no sales and took necessary actions to optimize campaigns. Campaign optimization includes negating the irrelevant keywords from the search term, reviewing suggested keywords, and managing negative ASINs for newly launched or relaunched products.

I conduct keyword and ASIN's research to expand advertising reach and check overall product performance to make informed advertising decisions. To efficiently carry out these tasks, I rely on various tools like Helium 10, Pacvue, Clickup, and Slack. This experience allowed me to develop strong skills in managing multiple PPC campaigns effectively.

Amazon Virtual Assistant 2021-2022
Fiverr

As an Amazon Virtual Assistant, my primary task is to launch a brand on Amazon. To achieve this, I first analyze the marketplace to determine what is currently trending and which products are likely to generate the most sales. I use premium tools such as Helium 10 to find products that match our criteria. Once I have identified the niche and product, our objective is to source the product at the lowest possible price from a Chinese supplier, and then sell it on Amazon in the USA marketplace for the highest possible profit percentage.