



# Muhammad Bilal Sunny

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## Summary

Dynamic and innovative entrepreneur with expertise in business leadership and development, and proven proficiency in creating businesses, and managing operations, finances, and staff. A powerful communicator who leverages team members' talents to achieve organizational goals. Experienced in Amazon PPC campaign creation and optimization, Listing optimization, creating variation under one parent, copywriting, keyword research, product research, product evaluation, design selection and product development. Able to diagnose and resolve technical issues with Amazon accounts. An account manager who built KHANJEH, FIERY FREE, Petbuds, Le-Ostél, CHOPPER HELMETS, MACS (Martial Arts City Supplies), Alexandre Leon and Bedbric from scratch. Exceptionally organized and able to multitask.

## Experience

### Amazon PPC Expert

DomGyr Services

Jun 2022 - Present (1 year 7 months)

I served DOMGYR Services as an Amazon PPC Expert to increase the sales of multiple brands under this company's contract. I managed multiple brand campaigns and increased the ranking of products to the first page on main keywords and sustained their positions by getting good PPC results like Relevance, CTR, CVR, Sponsored Ad Rank and ACOS. I optimized the campaigns to get better sales, ranked on the main keywords organically and lower ACOS i.e under 20%.

### Amazon PPC Specialist & Sourcing Expert

PetBuds

Feb 2023 - Oct 2023 (9 months)

I managed the Amazon PPC campaigns to increase the sales of this brand and managed to sell 400+ products in a range of 27 days. I increased the ranking of products to the first page on main keywords and sustained. After 1 month, I managed to get the £800+ profit in 2nd month and £1000+ profit in 3rd month.

I also sourced new products for this brand at good rates after the improved results of one product. Now, 2 more products will be added to the catalog to increase brand awareness.

### Amazon PPC Manager

Hawk Notch

Jul 2023 - Oct 2023 (4 months)

Handled Amazon KDP PPC campaigns and kept the ACOS lower than our targeted ACOS to keep our advertising and sales in profits.

### Amazon FBA Consultant

The Amazon Blueprint

Jun 2022 - Sep 2023 (1 year 4 months)

I managed multiple brands being a part of Amazon Blueprint an Upwork Agency. I did Amazon Product research, Product evaluation, Profitable design selection, product development, and then create SEO-optimized content in accordance with the Amazon A9 algorithm to rank quickly using the best keywords related to their products.

Then PPC Campaign was created to advertise their products and bring sales. Orders have been started from day one as the listings were completely optimized.



## **Account Manager**

KHANJEH

May 2022 - Present (1 year 8 months)

I worked in product research, product evaluation, product development, product sourcing, keyword research and competitor analysis, and listing optimization and Launched the KHANJEH brand on Amazon using the latest Launch and Rank techniques through PPC and managed the whole account by myself to make it a flappable asset.



## **Virtual Assistant**

Amazon

Dec 2018 - Present (5 years 1 month)

I have launched multiple products in the US, and UK marketplaces working as Amazon virtual assistant which includes Market Research, Product Development, Social Listening, Keyword Research, and Competitor Analysis, Creating Shipping Plans, Listing Creation and Optimization, Copywriting, Product Launching, Ranking to the first page, PPC Campaign Management, and Optimization, and reports Reports Handling.



## **Amazon FBA/FBM consultant**

Upwork

Dec 2020 - Present (3 years 1 month)

If you are looking for a proven strategy to take market share on Amazon, outsell your competitors, and grow your Amazon sales channel, we should talk.

I am Bilal Sunny, an Amazon Fba/FBM consultant. I will help you grow your Amazon sales and account management.



## **Amazon FBA Consultant**

Martial Arts City Supplies

Nov 2020 - Jan 2023 (2 years 3 months)

I worked as an Amazon PPC consultant in this Agency. I did Amazon Listing Optimization (title, bullets, description, backend search terms, price analysis, images, EBC), and did a PPC audit and PPC Report analysis to see why the ACOS of campaigns are high. I optimize some campaigns and pause the campaigns targeting irrelevant search terms and make some new campaigns to get sales with controllable ACOS.



## **Amazon FBA Product Listing optimization**

## Ecom Crux

May 2022 - Jun 2022 (2 months)

I worked as a team member in this organization. My responsibilities were to do keyword research using paid tools like helium10, embed super relevant keywords and write product title, bullet points, description and backend search terms, and optimize product images to improve listings' search ranking and conversion rate.

## Education



### Namal Institute

becholars, electrical engineering

2018 - 2022

## Licenses & Certifications



**Amazon Virtual Assistant** - Extreme Commerce



**Amazon Virtual Assistant** - Enablers



**Latest Amazon FBA Advance Course** - Udemy

Issued Feb 2023 - Expires Dec 2030



**Amazon FBA Logistics** - My Amazon Guy

Issued Feb 2023 - Expires Dec 2030

## Skills

Amazon SEO • Amazon keyword research • Amazon product launch • Amazon listing • Marketing Management • Analytical Skills • Amazon Seller Central • Amazon FBA • E-commerce • Pay Per Click (PPC)