

## Contact

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## Top Skills

Pay Per Click (PPC)  
PPC Bid Management  
Search Engine Optimization (SEO)

## Languages

English (Professional Working)  
Urdu (Native or Bilingual)

## Certifications

Amazon SEO  
Sponsored ads certification  
Perpetua Esesntials - Ad school

# Muhammad Mustafa

Amazon FBA & PPC Consultant | Helping Amazon Sellers Win Back  
Time, Profit & Peace of Mind  
Karāchi, Sindh, Pakistan

## Summary

Helping Amazon Brands Scale with Data, Strategy & Creativity

I bring 5 years of hands-on experience in Amazon FBA and PPC, working with both individual brand owners and top Amazon Aggregators. From managing multi-brand ad portfolios to driving millions in annual revenue, my focus is on scaling sales, improving profitability, and building sustainable brand success through proven strategies and creative execution.

Having managed more than 100 Amazon PPC accounts and handled \$80K–\$120K in monthly ad spend, I have successfully generated over \$10M in revenue for clients.

Amazon PPC Advertising: Scaled multiple brands by managing \$100K+ in monthly ad spend, launching 1,500+ new products, and delivering actionable performance reports that maximized ROI.

Product Analysis: Researched niche trends, captured the customer's voice, and evaluated margins to determine profitability and recommend improvements.

Sourcing and Supplier Negotiation: Partnered with reliable manufacturers, secured cost-effective deals that achieved 40% + gross margins for multiple clients, reduced overall costs, and optimized packaging to lower FBA fees.

Supply Chain Management: Collaborated with shipping partners to streamline operations, saving clients \$300+ on every LCL shipment while ensuring timely and reliable delivery. Reduced FBA out-of-stock rates from 70% to under 5%, ensuring consistent product availability.

Creative Content Strategy: Designed listing images and A+ content that addressed customer pain points, improving conversion rates (CVR) by 30–50% across multiple brands.

My mission is simple: help brands grow smarter, faster, and stronger on Amazon.

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## Experience

### Amazon

Ecommerce Business Owner

March 2024 - Present (1 year 7 months)

### DigiSquad

3 years 8 months

Marketplace Advertising Specialist

February 2023 - Present (2 years 8 months)

Berlin, Germany

Empowering New Product Success: Overseeing 2000+ New Product Launches from 2023, Yielding a Remarkable \$7M+ in Annual Recurring Revenue!

Implemented SQL automation for campaign creation and reporting, streamlining manual processes. Enhanced efficiency and accuracy, ensuring timely insights and campaign creation. A pivotal role in leveraging technology for impactful marketing strategies.

Fueling Progress with Weekly KPI Reports, and Collaborating with PD Managers to Strategically Plan for Future Success.

Mastery in Bids, Budgets, and Optimization for Continuous and Exponential Growth.

Expertly managing tasks, leveraging data, and optimizing ads to achieve revenue and TACOS targets.

### Marketing Manager - Amazon

May 2022 - January 2023 (9 months)

Managing advertising activities of multiple brands of Razor Group. Generated \$10M+ in sales in 2022. As an advertising manager, establish project goals, monitor, approve and evaluate project's status and impact.

Strategizing campaigns for new product growth and GEO expansion in all marketplaces. Analyzing and optimizing KPIs to get maximum ROI.

Started learning and managing DSP campaigns under the supervision of senior

Worked on channel expansion campaigns creation i.e: Kaufland, Target, BOL

Used bulk operations for SP auto and manual campaigns creation

Managed Amazon PPC optimizations with 3P tool as well

New product growth lead: Managing team of 3 people

Amazon PPC Advertising (Intern)  
February 2022 - April 2022 (3 months)

As an Amazon advertising intern, I initiate new product launches & GEO expansion launches in most categories for 20+ Brands of Razor Group.

Communicated with product launch & GEO expansion managers for making a smooth launch process across the brands.

Worked with external traffic team on google ads campaigns creation, landing pages, ad copies, attribution tags and tracking of all the initiatives.

## TWENTY TWENTY

Amazon Advertising Manager  
October 2023 - September 2025 (2 years)

Australia

Develop and execute data-driven advertising strategies for Amazon and eBay.

Optimize PPC campaigns through bid adjustments, keyword targeting, and budget allocation.

Conduct in-depth performance analysis to improve ROI and reduce ad spend inefficiencies.

Manage product launches and promotional campaigns to maximize visibility and sales.

A/B test different ad creatives, placements, and bidding strategies to enhance performance.

Monitor competitor activity and industry trends to refine campaign strategies.

Collaborate with cross-functional teams to align advertising efforts with overall business goals.

Generate detailed reports with actionable insights to improve advertising effectiveness.

#### BS Core Ltd

##### Amazon PPC Manager

July 2021 - January 2022 (7 months)

United Kingdom

Audited ad account, found poor budgeting, targeting and bidding

Developed keyword research and shortlisted longtail and mid tail keywords for new campaigns

Advised for creation of video and EBC content as it's super important for increasing conversion rates

Created video campaigns to increase sales as well as targeted relevant keywords in manual and SB campaigns, also used custom creatives in SB campaigns to improve CTR

Dropped almost 50% ACOS in a month

#### Rapid Solutions Ltd

##### Amazon Account Manager

November 2020 - July 2021 (9 months)

Profitable products researched, analyzed and sourced

Developed extensive keyword research

Optimized 15+ listings

Tracking of keywords ranking

Maintained daily, weekly and monthly reports

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## Education

Karachi University

Bachelor of Commerce - BCom, Business, Management, Marketing, and  
Related Support Services · (February 2020 - May 2022)

Government college of commerce and economics

Intermediate, Business/Commerce, General · (March 2017 - April 2019)