

AHMAD HASSAN

Results-driven Ecommerce Specialist with 7 years of experience managing on-line storefronts, third-party marketplaces, and digital marketing campaigns across USA, UK, EU, Canada, and MENA markets. Proven track record in traffic growth, conversion rate optimization, and revenue maximization through strategic product listings, SEO, SEM, and promotional campaigns. Skilled in multi-channel platform management (Amazon, Noon, Shopify), A/B testing, and KPI-driven decision-making.



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EXPERIENCE

Head of Product Research Development / Ecommerce Growth

XUP Brands)

June 2025 – Ongoing USA - Remote

- Manage Amazon marketplace growth across USA, EU, UK, and CA, overseeing listings, pricing, inventory, and promotions.
- Developed and executed digital marketing strategies, driving increased organic traffic and conversions.
- Led A/B testing for product images, titles, and descriptions, improving conversion rates by 21%.
- Coordinated with marketing, creative, and supply chain teams to align campaigns with stock availability and sales forecasts.
- Conducted weekly KPI tracking (organic rankings, conversion rates, customer feedback) in Seller Central; implemented adjustments to maintain category competitiveness.

Product Research Analyst & Brand Assistant (Contract)

Page One Brands

Sep 2024 – June 2025 USA - Remote

- Conducted market and competitor analysis to optimize product positioning and pricing.
- Built data-driven optimization roadmaps, enhancing product titles, images, and descriptions to boost CTR and sales.
- Managed Amazon Seller Central dashboards to monitor KPIs, customer reviews, and ranking performance.
- Monitored customer Q&A and reviews to identify opportunities for product enhancements and improved messaging.
- Supported product launch campaigns with pricing adjustments, review generation strategies, and cross-channel promotions.

Product Research Analyst | Senior Amazon Account

Leverify

Oct 2023 – Aug 2024 USA - Remote

- Oversaw multiple Amazon accounts, delivering consistent sales growth across various product categories.
- Collaborated with marketing team to plan and execute seasonal sales, increasing revenue by 25%.
- Managed multiple product lines, overseeing listing optimization, PPC targeting, and promotional campaigns to lift sales velocity and rankings.
- Implemented inventory forecasting models, reducing overstock fees by 20% and minimizing FBA storage costs.

CERTIFICATIONS

CRO Fundamentals. Advanced Data Analysis & Forecasting AI for Entrepreneur

PROUDOF

Leadership in Project Timelines
Lead a team of 10+ people. Successfully managed productivity and efficiency within an Amazon Seller environment, optimizing task completion and achieving business goals.

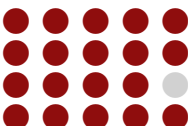
Increased online sales by 40% through targeted CRO and SEO strategies. Reduced FBA storage fees by 22% via accurate forecasting and inventory optimization.

KEY SKILLS:

- Multi-Channel Ecommerce Management (Amazon, Noon, Shopify)
- Business Planning & Strategy
- Conversion Rate Optimization
- Copywriting & Content Optimization
- Product Listing Optimization
- Marketplace Promotions & Ads (PPC)
- AI-Powered SOPs
- Inventory & Stock Level Management
- Conversion Rate Optimization (CRO)
- A/B Testing
- Google Analytics
- Performance Reporting

SOFTWARE TOOLS:

Helium 10
Keepa
PowerBi
Slack



- Achieved 100% of monthly OKRs by leveraging emerging eCommerce customer insights, including social and rapid commerce.

Shopify Store & Amazon Operations Manager

Panda Digital |

September 2022 – 2023 US - Remote

- Managed store operations, promotions, and client communications for multiple eCommerce brands.
- Directed eCommerce operations, including storefront optimization, customer service, and promotional planning for seasonal campaigns.
- Designed funnel optimization strategies for seasonal campaigns, increasing conversion rates during peak sales events.
- Applied persuasive copywriting and CRO tactics to improve sales performance during high-traffic periods.
- Led the integration of predictive analytics to refine sales strategies and achieve sustained growth.

Self-Employed

Daraz Vendor |

March 2020 – 2023 Pakistan

- Sourced and launched trending products, staying ahead of market trends to capture first-mover advantage in eCommerce.
- Analyzed competitive pricing and market dynamics to ensure market leadership and maximize revenue.
- Managed store performance with emphasis on improving user journey from product discovery to checkout completion.

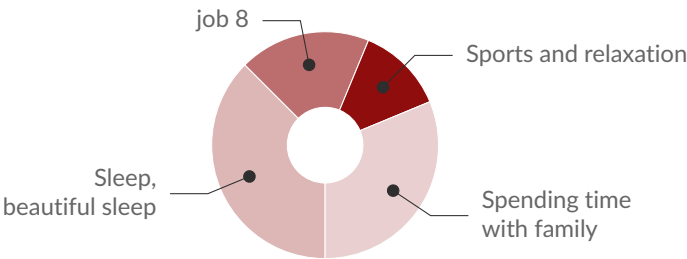
Freelance Amazon Manager

Upwork |

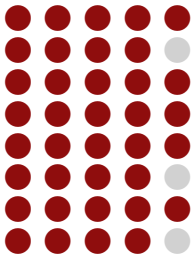
2019 – 2022 Remote

- Provided full-service Amazon account management for global clients, from product research to copy optimization
- Developed compelling, keyword-optimized listings that improved rankings and sales.
- Designed and implemented SOPs for efficient order fulfillment and stock tracking processes.

A DAY OF MY LIFE



ClickUp
Datadive
Sellersprite
figma
Sostocked
Canva
G-Suit
Chatgpt



LANGUAGES

English
Urdu
Arabic
Chinese



EDUCATION

Bachelors in Computer Science

FAST - NUCES

Sept 2015 – June 2020

FYP Project: Seekhlo Pakistan (Study platform with Integration of payment gateway)