

Ali Hassan Khan

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Professional Summary

Dynamic and results-oriented e-commerce entrepreneur with extensive experience in Walmart Marketplace, Amazon, eBay, Etsy, and Shopify. Founder and CEO of Channar Traders LLC, Ecom Alpha Automations Pvt Limited, and Mineral Forces, with a track record of achieving \$100K+ monthly Walmart sales and over \$2M in combined Walmart sales to date. Skilled in product development, brand building, and end-to-end project management, from concept to market launch. Proven ability to optimize marketplace operations, develop profitable product lines, and manage large-scale teams for sustained business growth.

Core Competencies

- Marketplace Expertise: Walmart, Amazon, Etsy, eBay, Shopify Store Management
- Product Development & Sourcing: From concept creation to final launch, ensuring market fit and profitability
- Brand Building & Positioning: Creating and scaling product brands for local and international markets
- Project Management: Coordinating cross-functional teams, timelines, and budgets for product launches and operational projects
- E-commerce Growth Strategy: Driving sales through SEO, PPC campaigns, and conversion optimization
- Fulfillment & Supply Chain Optimization: Partnering with 3PL and fulfillment centers for efficient logistics
- Quality Assurance & Compliance: Ensuring all products and listings meet marketplace policies and quality standards
- Team Leadership & Training: Building, mentoring, and managing high-performance teams
- Data-Driven Decision Making: Using analytics tools to refine strategies and maximize ROI

Professional Experience

Founder & CEO – Channar Traders LLC – West Melbourne, Florida, USA (Managed from Pakistan) | 2022 – Present

- Operate Walmart seller accounts generating \$100K+ in monthly sales and over \$2M in combined Walmart sales.
- Manage multi-platform sales across Walmart, Amazon, Etsy, and Shopify, ensuring consistent performance and growth.
- Lead product development initiatives, from concept research to packaging, branding, and launch.
- Direct a 14-member team in Lahore, overseeing marketplace operations, fulfillment coordination, and customer support.
- Secure and manage partnerships with top U.S. fulfillment centers, ensuring cost-effective and timely deliveries.

Founder & CEO – Ecom Alpha Automations Pvt Limited – Lahore, Pakistan | 2021 – Present

- Provide B2B e-commerce services, including Walmart, Amazon, Etsy, and Shopify store setup and optimization.
- Oversee product sourcing, development, and brand management for clients, driving long-term marketplace success.
- Manage complex projects for multiple clients, ensuring milestones, budgets, and performance KPIs are met.
- Train and lead a 12-member team in advanced marketplace operations, compliance, and marketing strategies.

Brand Owner – Mineral Forces – Lahore, Pakistan & USA | 2021 – Present

- Developed and launched a premium shilajit supplements brand in the U.S. with strong marketplace traction.
- Designed product packaging, branding, and marketing strategies aligned with compliance requirements.
- Manage Shopify store presence alongside marketplace listings to diversify sales channels.

Education

Bachelor of Science in Chemical Engineering – 2017 to 2021

Achievements

- \$100K+ monthly Walmart sales with \$2M+ total Walmart sales across all accounts
- Successfully expanded operations to Etsy and Shopify, strengthening brand presence and customer reach
- Launched and scaled multiple product brands, achieving profitability within launch year
- Managed full product development cycles — from idea to production, launch, and scaling
- Generated \$700K+ annual revenue for Channar Traders LLC across marketplaces

- Secured partnerships with fulfillment centers like Amazon Warehousing and Distribution (AWD) and Veeqo
- Maintained excellent account health with zero critical policy violations

Technical Skills

- Platforms: Walmart Seller Center, Amazon Seller Central, Etsy, eBay Seller Hub, Shopify
- Tools: ShipStation, Veeqo, Helium 10, Jungle Scout, Canva, Google Analytics
- Skills: Product Development, Marketplace Optimization, PPC Campaigns, SEO, Data Analysis
- Languages: English, Urdu