

ABDUR RABB ARSHAD

E-commerce & Business Management

About Me

Drawing from extensive advertising experience with global brands, I excel in e-commerce brand development. My strength lies in data-informed decision-making, driving success through actionable insights

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abdurrubbarshad@gmail.com

House#512, Block A State Life

LANGUAGE

- English

E-COMMERCE EXPERTISE

- Amazon PPC
- Listing SEO & Optimization
- Seller Board Management
- Seller Central Specialist
- Content Development
- Analytics & Insights
- MS Word
- MS Excel
- PowerPoint

WORK EXPERIENCE

Giga Insight
Consultant Business Management (E-commerce)
2022 - Current

Leading operations for 5 Amazon FBA brands. Overseeing PPC, listings, supply chain, and Seller Central, driving growth and optimizing performance

The 2 Sellers
Amazon Private Label Expert
2021 - 2022

As team lead, I managed 11 Amazon FBA brands, spearheading the launch of three. My expertise spans PPC, listings SEO and optimization, supply chain management, competition analysis, and Seller Central Management

E-commerce Planners
Amazon Advertising Specialist (PPC)
2019 - 2021

In my role as PPC Manager, I oversaw 20 Amazon FBA brands, including 5 launches and 15 business management projects along with a team of 5 individuals. Driving brand success by optimizing key KPIs of Amazon advertising, handling Seller Central operations, and business management.

EDUCATION

Lahore School of Economics
Master of Business Administration
Business Management & Marketing
2016-2017

Lahore School of Economics
Bachelor of Business Administration
Double Majors Finance & Marketing
2014-2018

SKILLS SUMMARY

Amazon FBA Business	86%
Project Management	80%
Digital Marketing	80%

Employment History

GIGA INSIGHT
Designation: Consultant E-Commerce Specialist
Duration of Employment: 2022 - Present

- Brand Building & Scaling
- Amazon Advertising & Seller Central Specialist
- Supply Chain Management

E-COMMERCE PLANNERS & T2S
Designation: Brand Manager (Amazon FBA)
Duration of Employment: 2020-2022

- Amazon PPC & Google Advertising
- Listing Management & Optimization
- Supply Chain Improvement & Development

GROUP M PAKISTAN
Designation: Project Manager ESP
Duration of Employment: 2018 - 2020

Pepsi Battle of the Bands- Season 3
As a Project Manager at GroupM, I assumed a multifaceted role that encompassed PR strategy, social listening, crisis management, and comprehensive communication and reporting responsibilities.

Nestle Nescafe Basement Season 5
As a Project Manager, I assumed a pivotal role encompassing both on-ground and online project milestones. Meticulous management of all project executions, nationwide auditions, PR events, production events, talent management, talent negotiations, production management, and media management.
Spearheaded seamless communication with all external and internal teams involved in the project, diligently safeguarding and upholding brand guidelines and interests pertaining to the project.

Contact Info

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- +92337429457

ADVERTISING EXPERTISE

- Project Management
- Client Management
- Creative Ideation
- Research & Social Listening
- Content Production
- Vendor Management
- Media Negotiations
- Brand Activations
- Cross-Agency Collaborations
- Reporting & Analytics

Softwares & Tools

MS EXCEL	84%
MS Word	82%
Powerpoint	80%
Helium 10	84%
Jungle Scout	80%
Keepa	80%
SellerBoard	82%

Nestle Nesfruta - Fankar

As a Project Manager, I managed project milestones, including nationwide auditions, PR events, production activities, talent negotiations, and media operations. I also facilitated effective communication among internal and external teams, ensuring alignment with brand guidelines and interests.

Nestle House of Milk Pack - Consumer Education Program

As the Customer Education Program Manager, I devised and executed initiatives to expand product usage beyond traditional TVC advertising. I negotiated with media and advertising partners to promote increased utilization of all House of Milk Pack products, while also monitoring and tracking the execution of ideas and reporting analytics to the brand.

Brand Activations and Sports Partnerships

I assumed a strategic leadership role, overseeing brand participation in prominent national events. My responsibilities included the alignment and management of all brand assets to effectively plan and execute brand activities. I led the development of comprehensive strategies, communication plans, and execution processes in collaboration with internal and external teams, ensuring the seamless nationwide implementation of projects (Mountain Dew, Total Parco, and Kashmir Corporation).

Skills Related to E-Commerce & Amazon FBA Industry

Amazon Advertising
Role: Management and Optimization
Monitoring and Optimizing Key KPIs of Amazon advertising such as Keyword Rankings, Ad Placements, CPC, CVR, CTR, ACOS, TACOS, and ROAS.

Amazon FBA Seller Central Specialist
Role: Catalog & Listing Management
Creating and managing brand catalog along with individual listings and listing trees via real-time entries and flat file bulk uploads. Opening and handling of cases with amazon support team to resolve complex issues of account and catalog.

Product Sourcing
Role: Sampling & Supplier Finalizations
Ensuring better supply chain sync, profitability, and product quality. Conducting On-ground and online supplier research.

Shipment Prep & Freight
Role: Supervisor Logistics
Ensuring management of stock levels and shipment preparations required for Amazon FBA. Hunting and Finalizing logistics provider.

Amazon Brand Performance Analytics
Role: Sale Growth & Audience
Tracking and measuring brand performance for paid and organic KPIs. Such as co-relating page views, sessions, and unit-session percentages with ACOS, TACOS, ROAS and listing's captured search volume.

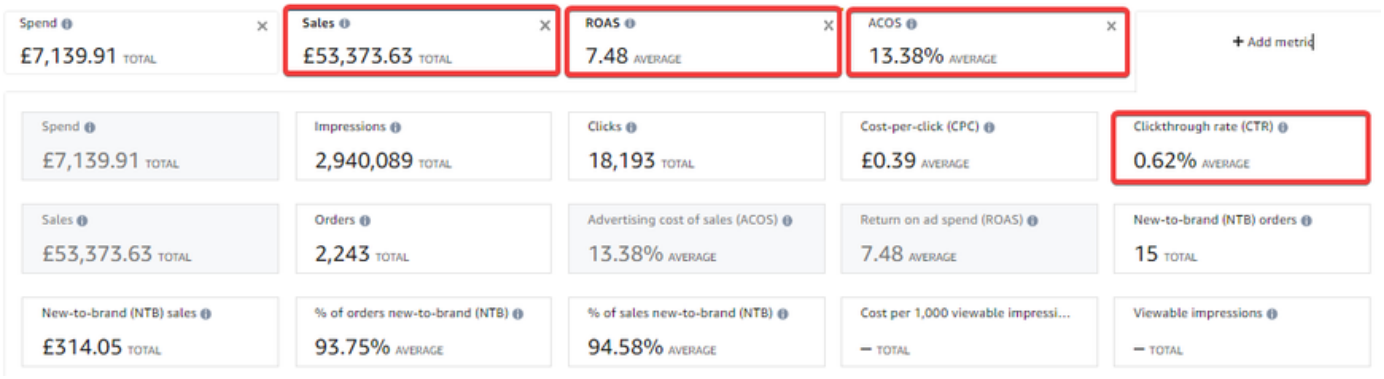
Amazon FBA Brand Building
Role: Review Management & Content Development
Ensure activation of all available assets provided by Amazon such as A+ content, Brand Story, Storefront and Posts. Leveraging the above mentioned to improve conversion matrix of the brand.

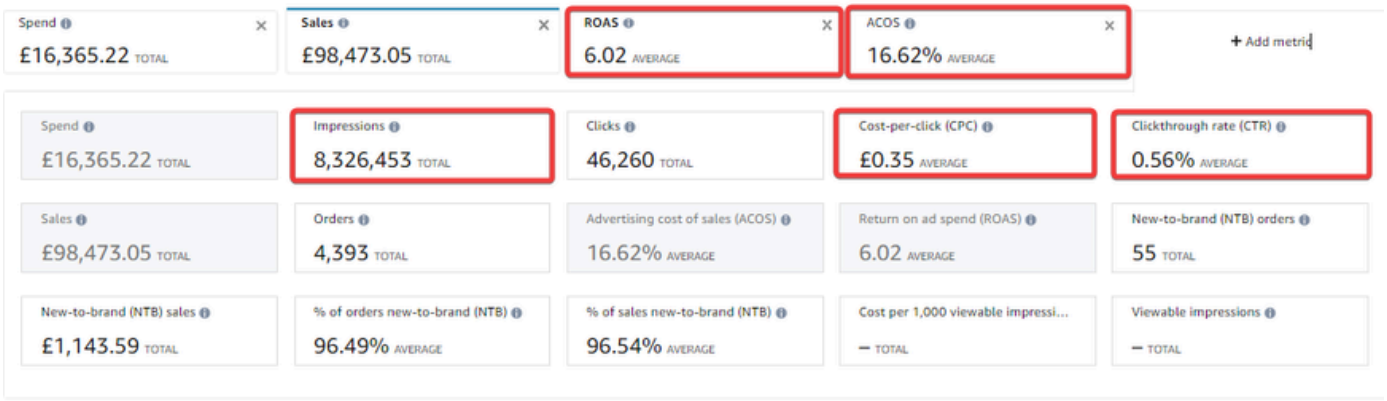
Amazon Product Ideation and Research
Role: Feasibility and Research
Calculating project budget based on unit economy, determining expense, profitability, and formulating qualitative feasibilities.

Photography & Videography
Role: Listing Images and Video
Communication and execution with designers and content producers for product photography and videography as per category style guide and Amazon guidelines.

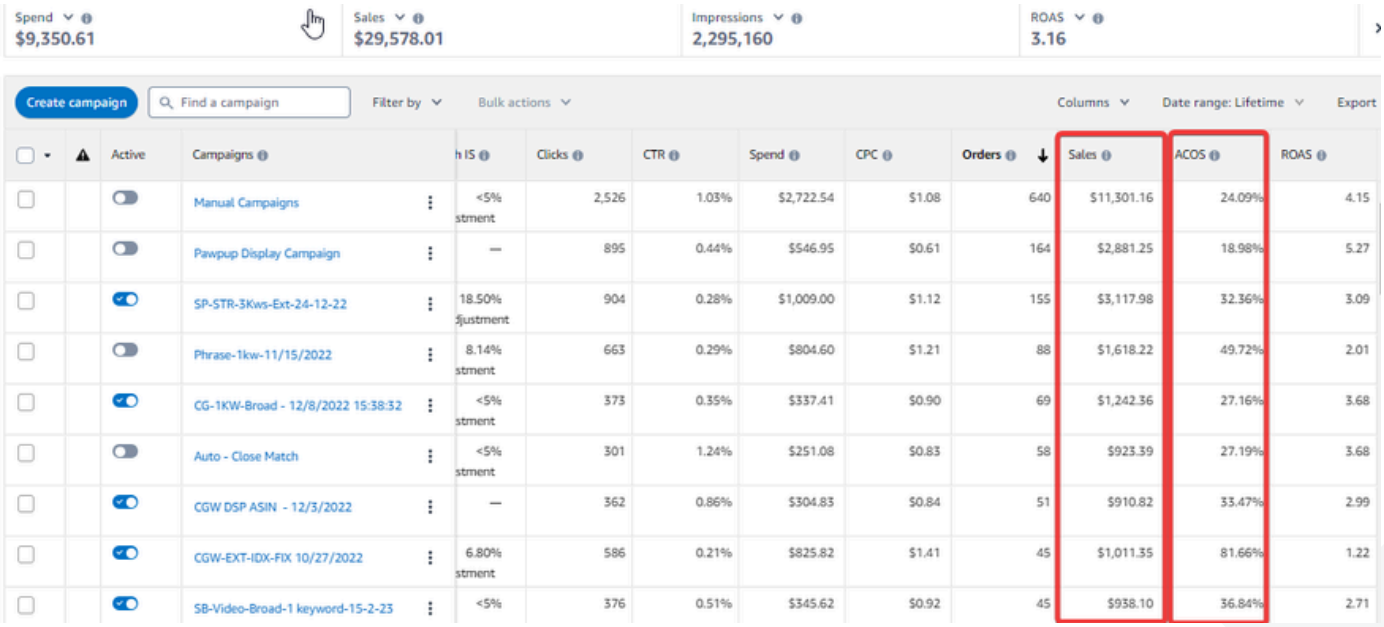
My Work Page

Amazon Advertising UK





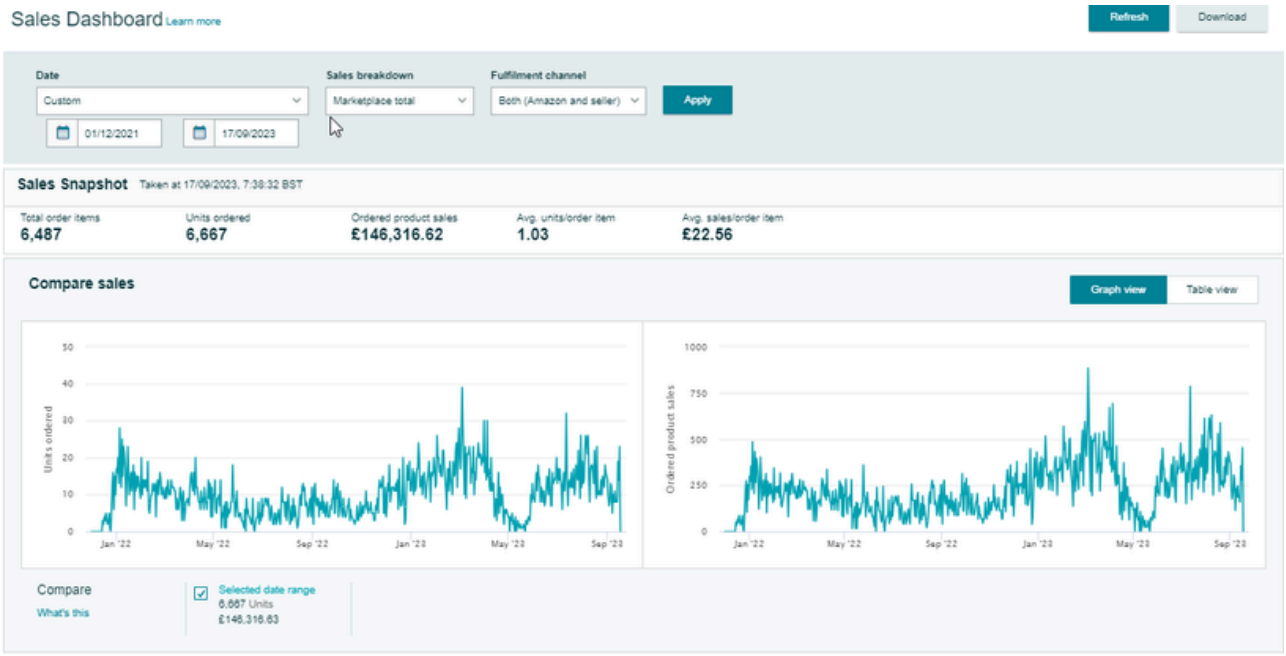
Amazon Advertising USA



Active	Campaigns	h IS	Clicks	CTR	Spend	CPC	Orders	Sales	ACOS	ROAS
	Manual Campaigns	<5% stment	2,526	1.03%	$2,722.54	$1.08	640	$11,301.16	24.09%	4.15
	Pawpup Display Campaign	—	895	0.44%	$546.95	$0.61	164	$2,881.25	18.98%	5.27
	SP-STR-3Kws-Ext-24-12-22	18.50% djustment	904	0.28%	$1,009.00	$1.12	155	$3,117.98	32.36%	3.09
	Phrase-1kw-11/15/2022	8.14% stment	663	0.29%	$804.60	$1.21	88	$1,618.22	49.72%	2.01
	CG-1KW-Broad - 12/8/2022 15:38:32	<5% stment	373	0.35%	$337.41	$0.90	69	$1,242.36	27.16%	3.68
	Auto - Close Match	<5% stment	301	1.24%	$251.08	$0.83	58	$923.39	27.19%	3.68
	CGW DSP ASIN - 12/3/2022	—	362	0.86%	$304.83	$0.84	51	$910.82	33.47%	2.99
	CGW-EXT-IDX-FIX 10/27/2022	6.80% stment	586	0.21%	$825.82	$1.41	45	$1,011.35	81.66%	1.22
	SB-Video-Broad-1 keyword-15-2-23	<5%	376	0.51%	$345.62	$0.92	45	$938.10	36.84%	2.71

My Work Page

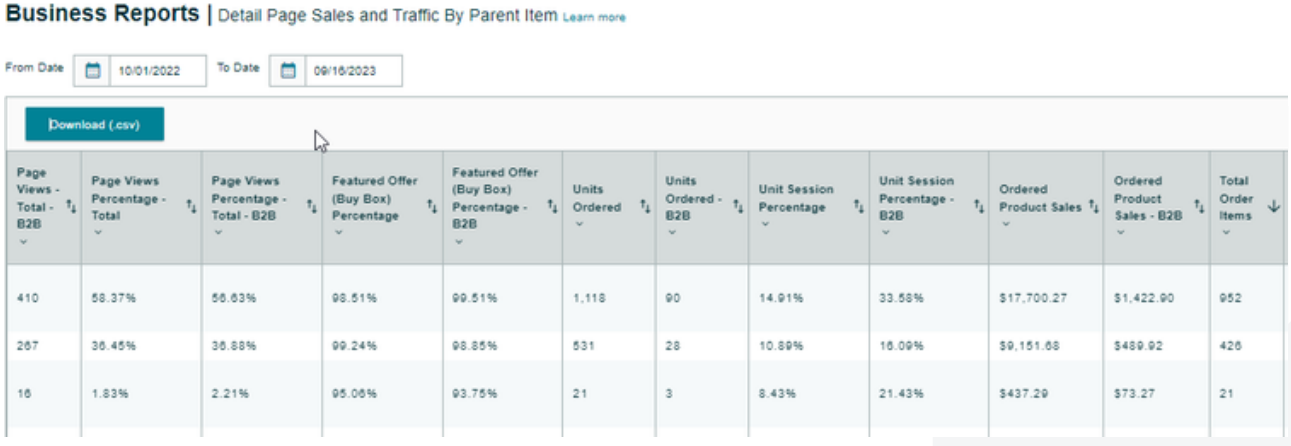
Seller Central Dashboard



Seller Central Detail by Child ASIN



Page Views - Total	Page Views – Total – B2B	Page Views Percentage - Total	Page Views Percentage – Total – B2B	Featured Offer (Buy Box) Percentage	Featured Offer (Buy Box) Percentage – B2B	Units ordered	Units ordered - B2B	Unit session percentage	Unit session percentage - B2B	Ordered product sales	Ordered product sales - B2B	Total order items	Total order items - B2B
77,433	393	66.08%	67.88%	96.61%	98.21%	3,921	20	7.73%	NaN%	£86,342.14	£438.80	3,833	19
29,666	100	25.32%	17.27%	97.34%	97.87%	1,930	12	9.15%	NaN%	£36,679.79	£234.03	1,887	12
10,055	86	8.58%	14.85%	99.12%	95.06%	816	13	10.85%	NaN%	£23,294.70	£372.47	787	11



Page Views - Total - B2B	Page Views Percentage - Total	Page Views Percentage - Total - B2B	Featured Offer (Buy Box) Percentage	Featured Offer (Buy Box) Percentage - B2B	Units Ordered	Units Ordered - B2B	Unit Session Percentage	Unit Session Percentage - B2B	Ordered Product Sales	Ordered Product Sales - B2B	Total Order Items
410	58.37%	56.63%	98.51%	99.51%	1,118	90	14.91%	33.58%	$17,700.27	$1,422.90	952
267	36.45%	36.88%	99.24%	98.85%	531	28	10.89%	16.09%	$9,151.68	$469.92	426
16	1.83%	2.21%	95.06%	93.75%	21	3	8.43%	21.43%	$437.29	$73.27	21

Bulk Sheets & Flat Files

Bulk sheet analysis PPC

Row Labels	Sum of Impressions	Sum of Clicks	Sum of CTR Calculated	Sum of Spend	Sum of Sales	Sum of Orders	Sum of Units	Sum of CVR Calculated	Sum of calculated ACOS	Sum of CPC Calculated	Sum of Clicks to get one order	Sum of CPA
⊞	58690	122	0.21%	41.5	378.28	15	17	12%	10.97%	$ 0.34	8	2.76667
⊞Exact	63509	915	1.44%	640.04	3608.87	145	149	16%	17.74%	$ 0.70	6	4.41407
⊞Phrase	230263	643	0.28%	271.05	2091.29	87	88	14%	12.96%	$ 0.42	7	3.11552
Grand Total	352462	1680	0.48%	952.59	6078.44	247	254	15%	15.67%	$ 0.57	7	3.85664

Bulk sheet analysis PPC ASIN Level

Row Labels	Sum of Impressions	Sum of Clicks	Sum of CTR Calculated	Sum of Spend	Sum of Sales	Sum of Orders	Sum of Units	Sum of CVR Calculated	Sum of calculated ACOS	Sum of CPC Calculated	Sum of Clicks to get one order	Sum of CPA
⊟SP_Self_05/06	33199	1077	3%	459.16	3325.36	137	142	13%	14%	$ 0.43	8	3.352
asin="	9356	423	5%	183.95	1451.95	63	65	15%	13%	$ 0.43	7	2.92
asin="	22815	629	3%	265.96	1718.17	68	71	11%	15%	$ 0.42	9	3.911
asin="	1028	25	2%	9.25	155.24	6	6	24%	6%	$ 0.37	4	1.542
⊞SP_AutoASIN_H.CVR- 05/03/2022	627	5	1%	1.54	19.99	1	1	20%	8%	$ 0.31	5	1.54
Grand Total	33826	1082	3%	460.7	3345.35	138	143	13%	14%	$ 0.43	8	3.338

Bulk sheet analysis PPC Campaign Level

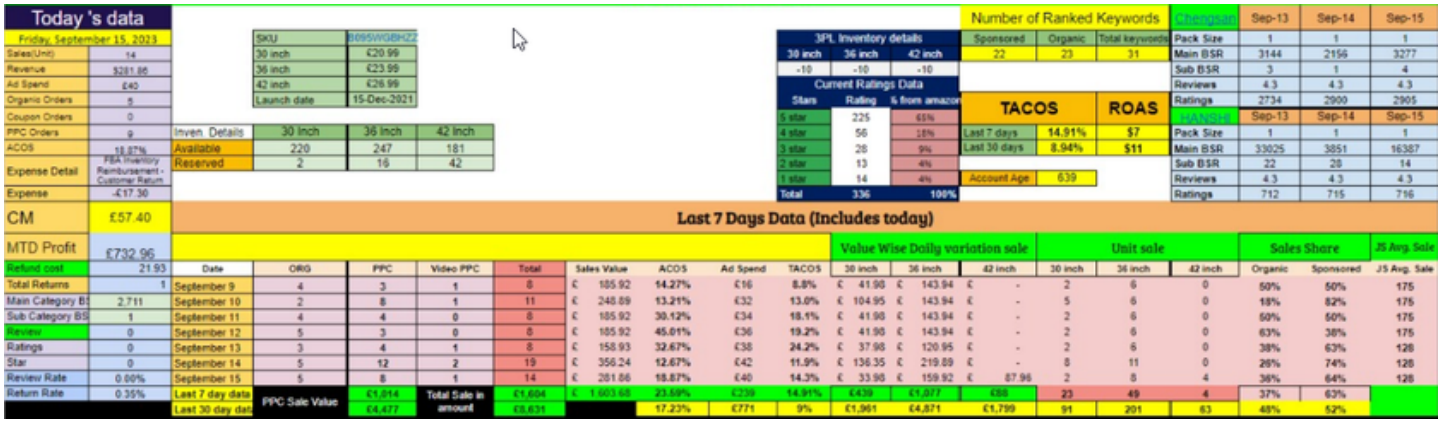
Campaign state (Informational only)	Campaign serving status (Informational only)	Match type	Impressions	Clicks	Click-through rate	Spend	Sales	Orders	Units	Conversion rate	ACOS	CPC	ROAS
enabled	Running	Exact	2585	4	0.15%	0.89	0.00	0	0	0.00%	0.00%	0.22	0.00
enabled	Running	Exact	7353	5	0.07%	1.21	0.00	0	0	0.00%	0.00%	0.24	0.00
enabled	Running	Phrase	15199	302	1.99%	84.58	739.55	31	31	10.00%	11.44%	0.28	8.74
enabled	Running	Phrase	6926	119	1.72%	36.58	381.20	17	17	14.00%	9.60%	0.31	10.42
enabled	Running	Phrase	8895	83	0.93%	22.42	131.94	6	6	7.00%	16.99%	0.27	5.88
enabled	Running	Broad	1181	3	0.25%	0.72	0.00	0	0	0.00%	0.00%	0.24	0.00
enabled	Running	Broad	983	4	0.41%	1.06	27.99	1	1	25.00%	3.79%	0.26	26.41
enabled	Running	Exact	5238	43	0.82%	22.32	98.50	4	4	9.00%	22.66%	0.52	4.41
enabled	Running	Exact	3940	47	1.19%	16.17	97.11	4	4	9.00%	16.65%	0.34	6.01
enabled	Running	Exact	7076	83	1.17%	26.24	263.19	11	11	13.00%	9.97%	0.32	10.03
enabled	Running	Exact	15693	238	1.52%	78.44	913.21	36	39	15.00%	8.59%	0.33	11.64

Category Listing Report

Product Care Instructions	Key Product Features	Key Product Features	Key Product Features	Key Product Features	Key Product Features	Style Name	Item type name	Material/Fabric Regulations
SIZE INFORMATION: King: 150x200 with	ummer, it's the sleepir	hable and Ultra Soft wh	lastic and 25 CM deep	washed and dried at home for conve		Fitted bed sheet		Not Applicable
SIZE INFORMATION: King: 150x200 with	ummer, it's the sleepir	hable and Ultra Soft wh	lastic and 25 CM deep	washed and dried at home for conve		Fitted bed sheet		Not Applicable
SIZE INFORMATION: King: 150x200 with	ummer, it's the sleepir	hable and Ultra Soft wh	lastic and 25 CM deep	washed and dried at home for conve		Fitted bed sheet		Not Applicable
SIZE INFORMATION: King: 150x200 with	ummer, it's the sleepir	hable and Ultra Soft wh	lastic and 25 CM deep	washed and dried at home for conve		Fitted bed sheet		Not Applicable
SIZE INFORMATION: King: 150x200 with	ummer, it's the sleepir	hable and Ultra Soft wh	lastic and 25 CM deep	washed and dried at home for conve		Fitted bed sheet		Not Applicable
AVAILABLE COLOURS: Black , Navy	(4-7 Years) , 12-3.5 (8-p	Well, Do Not Fall Dow	mfort. These Socks Are	on Rich Stretchy Sock		Classic	Socks	Not Applicable
AVAILABLE COLOURS: Black , Navy	(4-7 Years) , 12-3.5 (8-p	Well, Do Not Fall Dow	mfort. These Socks Are	on Rich Stretchy Sock		Classic	Socks	Not Applicable
AVAILABLE COLOURS: Black , Navy	(4-7 Years) , 12-3.5 (8-p	Well, Do Not Fall Dow	mfort. These Socks Are	on Rich Stretchy Sock		Classic	Socks	Not Applicable
l snug and confident. Complement to go with our selection of matching color bodysuits and dance tights. Why not make it gymnastics set. • COLOURF							Leggings	
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le From A Snuggly Soft Plush Fleece Which Is Lo	r Every Baby. Choose	isture Wicking, Quick D	ately Made That You W	Any Occasion From M		casual	Bath Robe	Not Applicable
le From A Snuggly Soft Plush Fleece Which Is Lo	r Every Baby. Choose	isture Wicking, Quick D	ately Made That You W	Any Occasion From M		casual	Bath Robe	Not Applicable
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le From A Snuggly Soft Plush Fleece Which Is Lo	r Every Baby. Choose	isture Wicking, Quick D	ately Made That You W	Any Occasion From M		casual	Bath Robe	Not Applicable
ABLE - Manufactured using special Techniques to	ar round These super s	lude Lycra Lace with E	Comfortable Fit For Yo	s, 3/5 Years, 6/8 Years		Sleeveless	Vest	Not Applicable
ABLE - Manufactured using special Techniques to	ar round These super s	lude Lycra Lace with E	Comfortable Fit For Yo	s, 3/5 Years, 6/8 Years		Sleeveless	Vest	Not Applicable
ABLE - Manufactured using special Techniques to	ar round These super s	lude Lycra Lace with E	Comfortable Fit For Yo	s, 3/5 Years, 6/8 Years		Sleeveless	Vest	Not Applicable
ABLE - Manufactured using special Techniques to	ar round These super s	lude Lycra Lace with E	Comfortable Fit For Yo	s, 3/5 Years, 6/8 Years		Sleeveless	Vest	Not Applicable

My Reporting Formats

Daily Reporting Format



Today 's data	
Friday, September 15, 2023	
Sales(Unit)	14
Revenue	$281.86
Ad Spend	£40
Organic Orders	5
Coupon Orders	0
PPC Orders	9
ACOS	18.87%
Expense Detail	FBA Inventory Reimbursement - Customer Return
Expense	-£17.30
CM	£57.40
MTD Profit	£732.96
Refund cost	21.93
Total Returns	1
Main Category BS	2,711
Sub Category BS	1
Review	0
Ratings	0
Star	0
Review Rate	0.00%
Return Rate	0.35%

SKU	B096WQBHQZ
30 inch	£20.99
36 inch	£23.99
42 inch	£26.99
Launch date	15-Dec-2021

Inven. Details	30 inch	36 inch	42 inch
Available	220	247	181
Reserved	2	16	42

3PL Inventory details		
30 inch	36 inch	42 inch
-10	-10	-10

Current Ratings Data		
Stars	Rating	% from amazon
5 star	225	65%
4 star	56	16%
3 star	28	9%
2 star	13	4%
1 star	14	4%
Total	336	100%

Number of Ranked Keywords		
Sponsored	Organic	Total keywords
22	23	31

TACOS		ROAS
Last 7 days	14.91%	$7
Last 30 days	8.94%	$11
Account Age	639	

Cheesar	Sep-13	Sep-14	Sep-15
Pack Size	1	1	1
Main BSR	3144	2156	3277
Sub BSR	3	1	4
Reviews	4.3	4.3	4.3
Ratings	2734	2900	2905

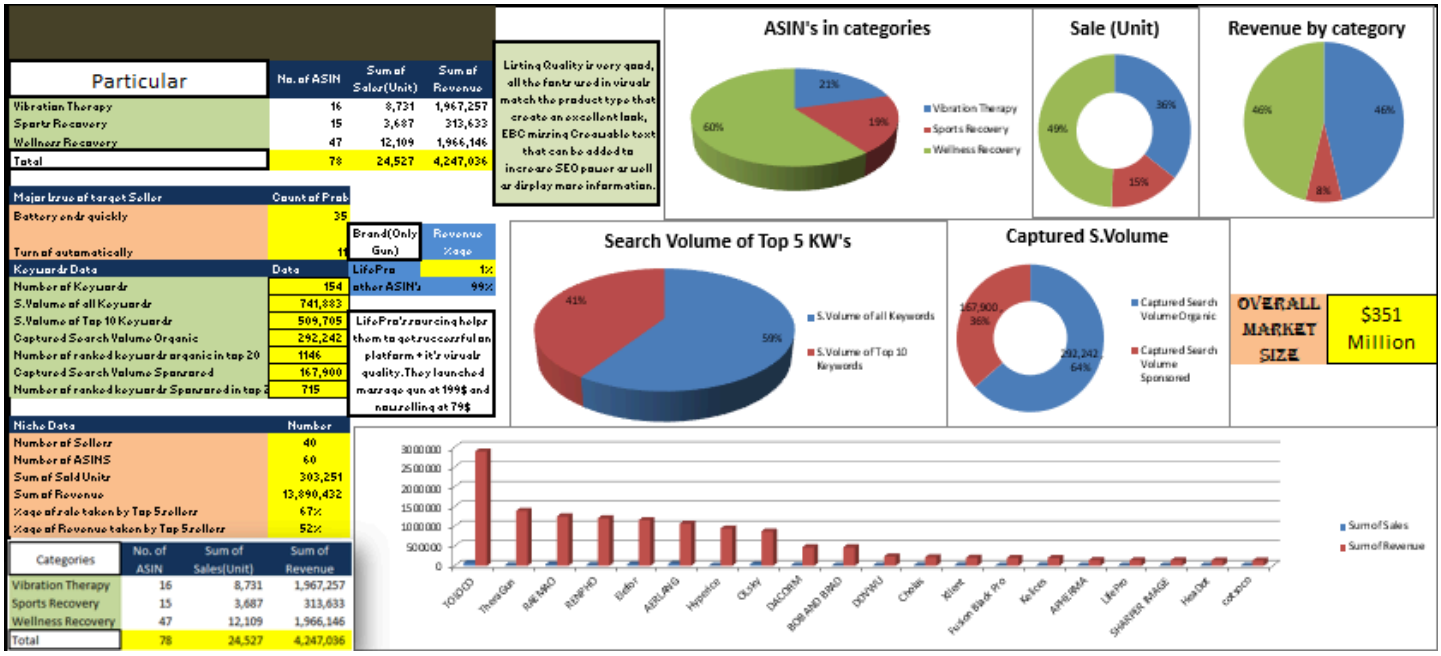
HANSHE	Sep-13	Sep-14	Sep-15
Pack Size	1	1	1
Main BSR	33025	3851	16387
Sub BSR	22	28	14
Reviews	4.3	4.3	4.3
Ratings	712	715	716

Last 7 Days Data (Includes today)

Date	ORG	PPC	Video PPC	Total	Sales Value	ACOS	Ad Spend	TACOS
September 9	4	3	1	8	€ 185.92	14.27%	£16	8.8%
September 10	2	8	1	11	€ 248.89	13.21%	£32	13.0%
September 11	4	4	0	8	€ 185.92	30.12%	£34	18.1%
September 12	5	3	0	8	€ 185.92	45.01%	£36	19.2%
September 13	3	4	1	8	€ 158.93	32.67%	£38	24.2%
September 14	5	12	2	19	€ 356.24	12.67%	£42	11.9%
September 15	5	8	1	14	€ 281.86	18.87%	£40	14.3%
Last 7 day data	PPC Sale Value	£1,014	Total Sale in amount	£1,604	€ 1,603.68	23.59%	£239	14.91%
Last 30 day data		£4,477		£8,631		17.23%	£771	9%

Value Wise Daily variation sale			Unit sale			Sales Share		JS Avg. Sale
30 inch	36 inch	42 inch	30 inch	36 inch	42 inch	Organic	Sponsored	
€ 41.90	€ 143.94	€ -	2	6	0	50%	50%	175
€ 104.95	€ 143.94	€ -	5	6	0	18%	82%	175
€ 41.98	€ 143.94	€ -	2	6	0	50%	50%	175
€ 41.98	€ 143.94	€ -	2	6	0	63%	38%	175
€ 37.98	€ 120.95	€ -	2	6	0	38%	63%	128
€ 136.35	€ 219.89	€ -	8	11	0	26%	74%	128
€ 33.98	€ 159.92	€ 87.96	2	8	4	36%	64%	128
£439	£1,077	£88	23	49	4	37%	63%	
£1,961	£4,871	£1,799	91	201	63	48%	52%	

Niche Reporting Format



Particular	No. of ASIN	Sum of Sales(Unit)	Sum of Revenue
Vibration Therapy	16	8,731	1,967,257
Sports Recovery	15	3,687	313,633
Wellness Recovery	47	12,109	1,966,146
Total	78	24,527	4,247,036

Major Issue of target Seller	Count of Prob
Battery ends quickly	35
Turn of automatically	1

Keywords Data	Data
Number of Keywords	154
S.Volume of all Keywords	741,883
S.Volume of Top 10 Keywords	509,705
Captured Search Volume Organic	292,242
Number of ranked keywords organic in top 20	1146
Captured Search Volume Sponsored	167,900
Number of ranked keywords Sponsored in top 2	715

Brand(Only Gun)	Revenue Xage
LifePro	1%
other ASIN's	99%

Niche Data	Number
Number of Sellers	40
Number of ASINS	60
Sum of Sold Units	303,251
Sum of Revenue	13,890,432
Xage of sale taken by Top 5 sellers	67%
Xage of Revenue taken by Top 5 sellers	52%

Categories	No. of ASIN	Sum of Sales(Unit)	Sum of Revenue
Vibration Therapy	16	8,731	1,967,257
Sports Recovery	15	3,687	313,633
Wellness Recovery	47	12,109	1,966,146
Total	78	24,527	4,247,036

Listing Quality is very good, all the features in visual match the product type that create an excellent look, EBC mixing Creasable text that can be added to increase SEO power as well as display more information.

LifePro's sourcing helps them to get successful an platform + it's visual quality. They launched massage gun at 199$ and now rolling at 79$

Manual Stock Level Reporting

Current Stock in AMZ Warehouse	
36 inch	86
30 inch	125
42 inch	163

Stock Available in 3PL	
36 inch	932
30 inch	248
42 inch	228

Total Units	
36 inch	1018
30 inch	373
42 inch	391

No. of days when we will received 2nd Inventory	
36 inch	-120.00
30 inch	-120.00
42 inch	-120.00

Total Available Stock AMZ+3PL	
36 inch	1018
30 inch	373
42 inch	391

Average Daily Sales	
36 inch	6
30 inch	4
42 inch	3

No. Days for Which units are Available	
36 inch	169.6666667
30 inch	93.25
42 inch	130.3333333

Dates when we will be OOS	
36 inch	28-Jun-23
30 inch	13-Apr-23
42 inch	20-May-23

No. of Days for which stock will be available on arrival of 2nd inventory	
36 inch	50
30 inch	-27
42 inch	10

Second Situation Based 2x Sales of 180 days Average of Each Variation

Current Stock in AMZ Warehouse	
36 inch	155
30 inch	205
42 inch	218

Stock Available in 3PL	
36 inch	1020
30 inch	248
42 inch	228

Total Units	
36 inch	1175
30 inch	453
42 inch	446

No. of days when we will received 2nd Inventory	
36 inch	
30 inch	
42 inch	

Total Available Stock AMZ+3PL	
36 inch	1175
30 inch	453
42 inch	446

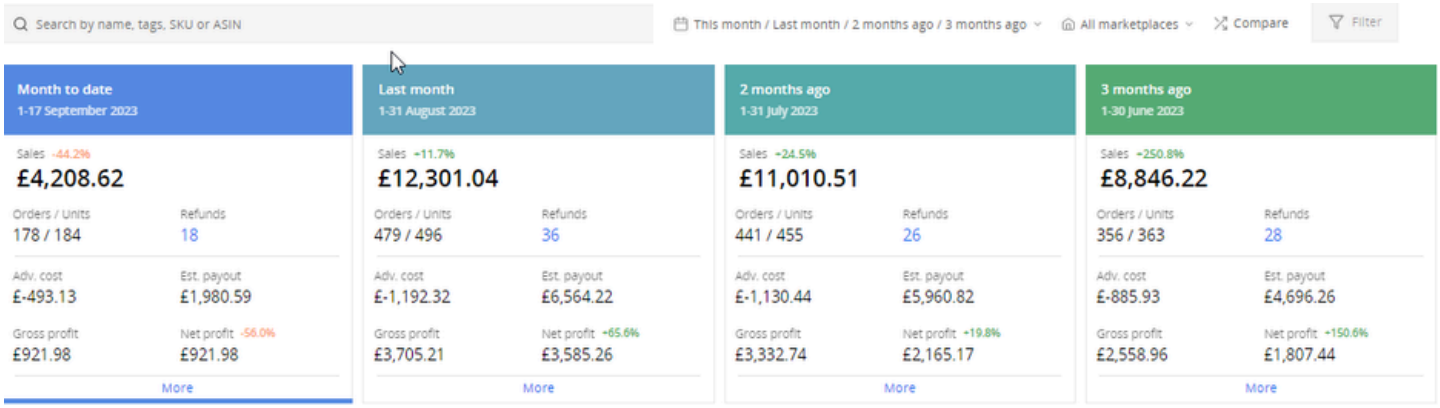
Average Daily Sales	
36 inch	12
30 inch	8
42 inch	6

No. Days for Which units are Available	
36 inch	97.91666667
30 inch	56.625
42 inch	74.33333333

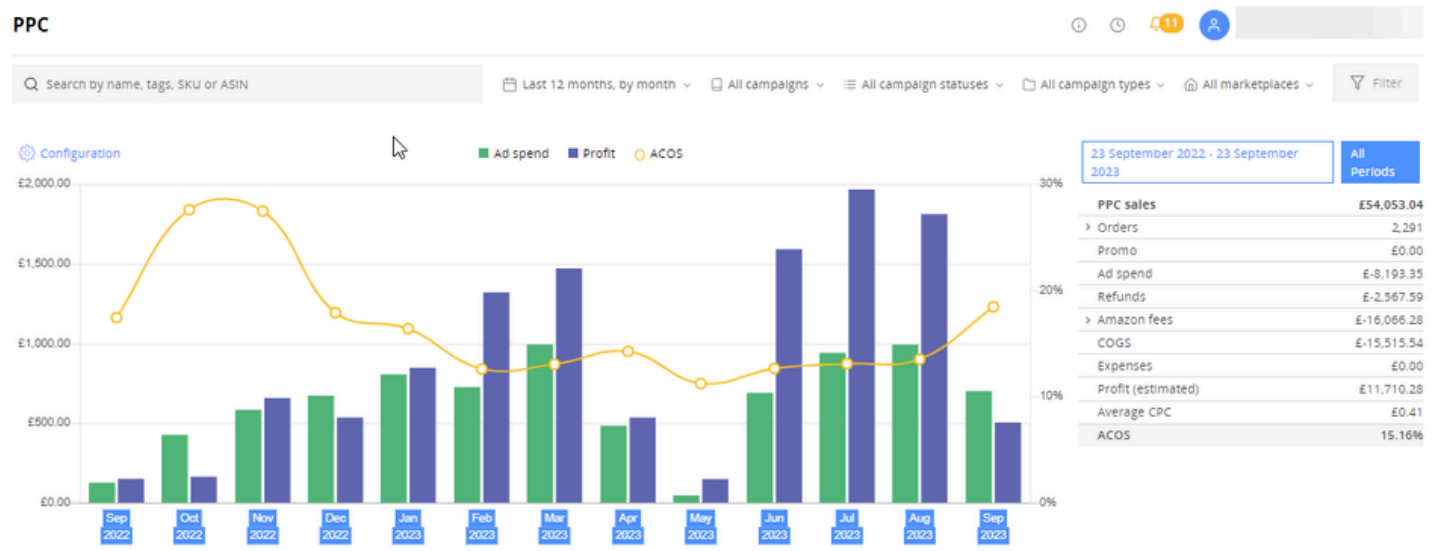
Dates when we will be OOS	
36 inch	17-Apr-23
30 inch	07-Mar-23
42 inch	25-Mar-23

SellerBoard Management

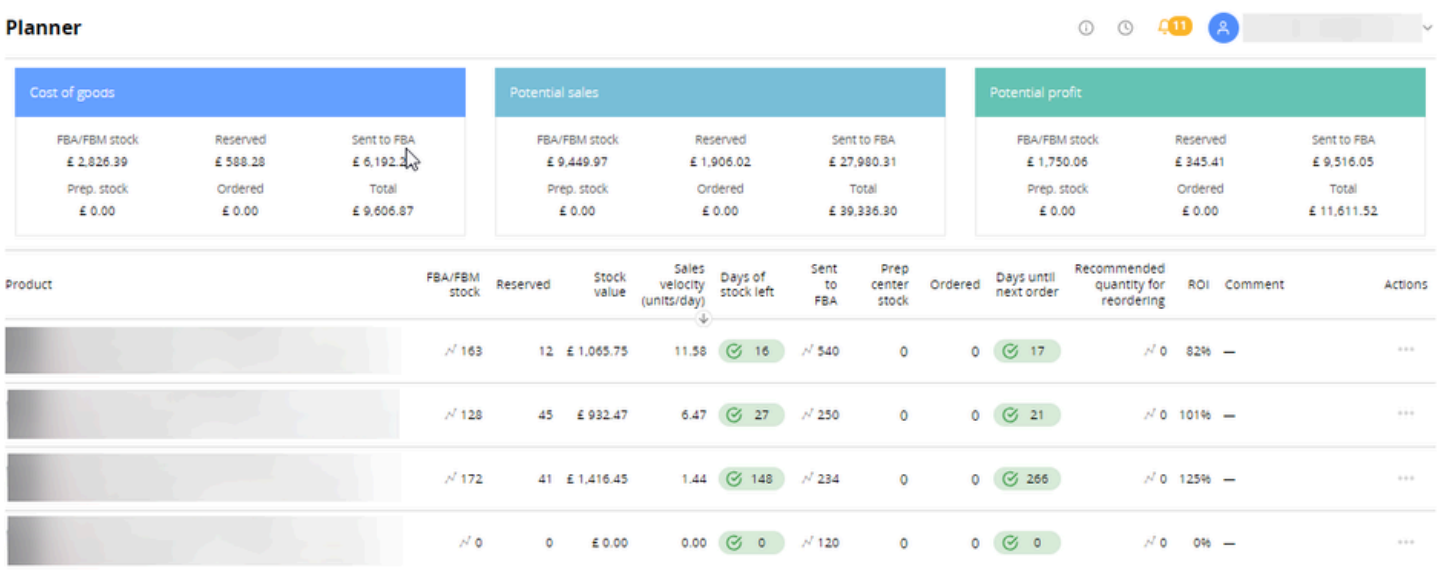
Performance Snapshot



Amazon Advertising Performance

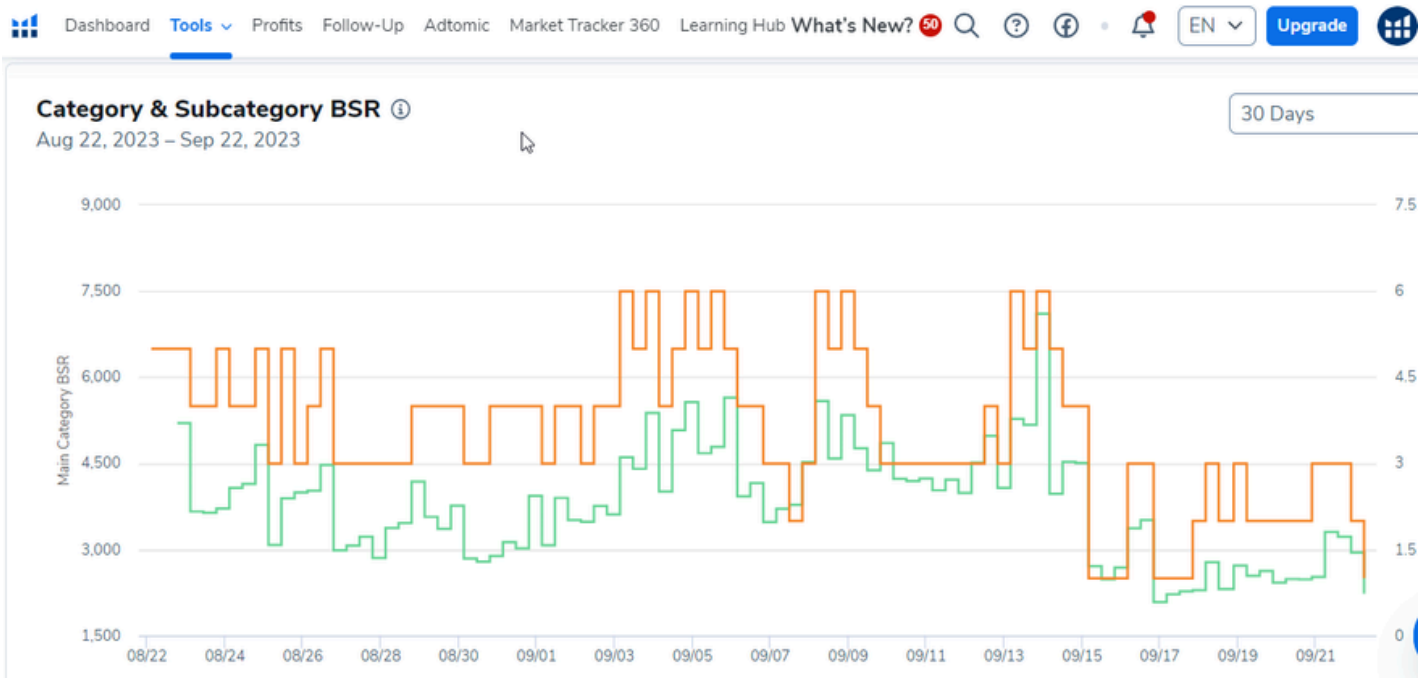


Inventory Planning

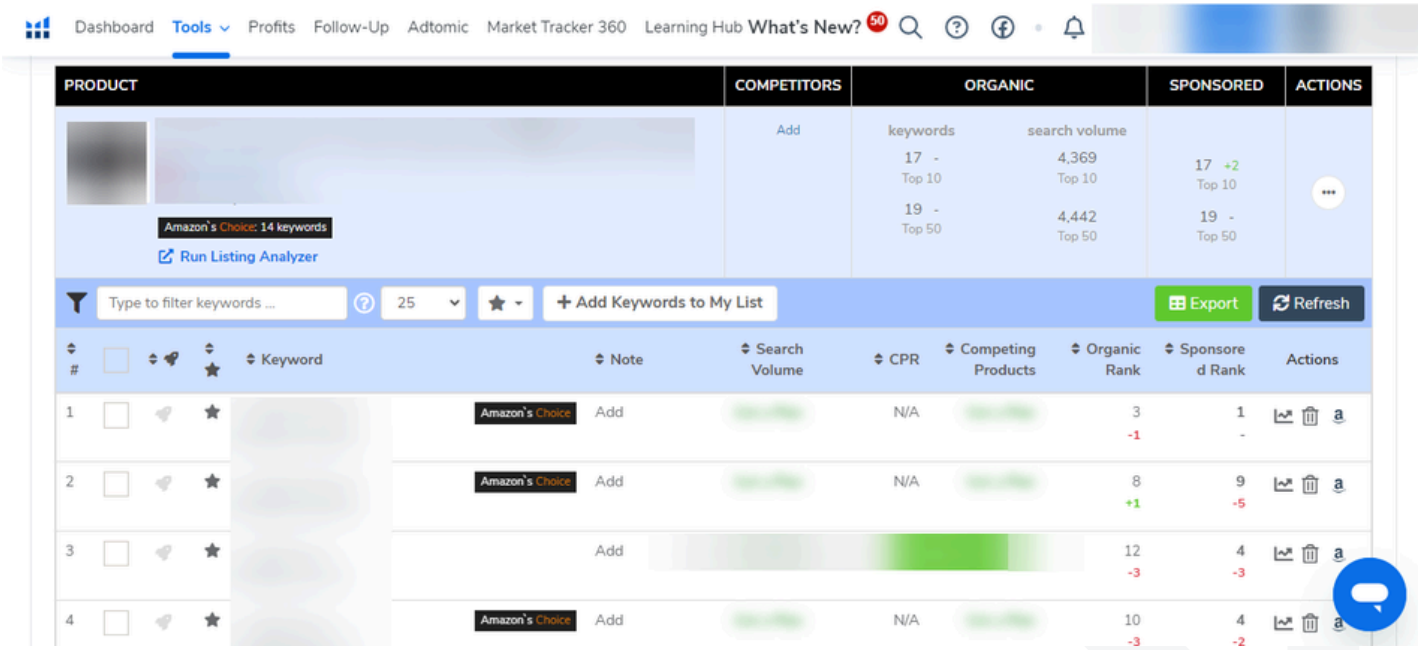


Performace Tools

BSR Trend Listing Analyzer

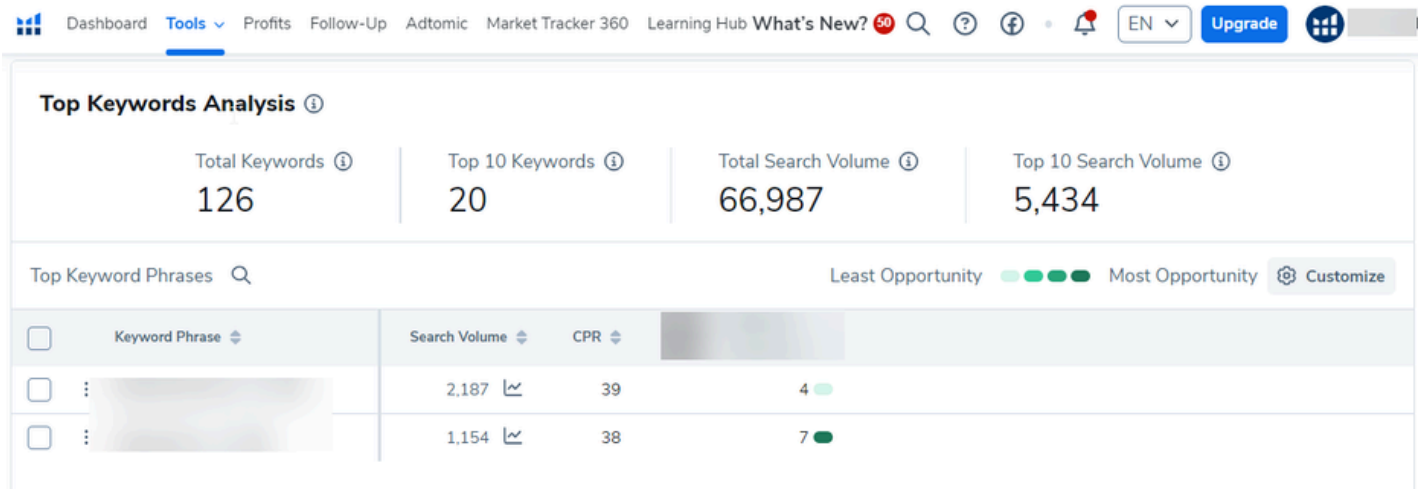


Keyword Indexing & Rank Tracking

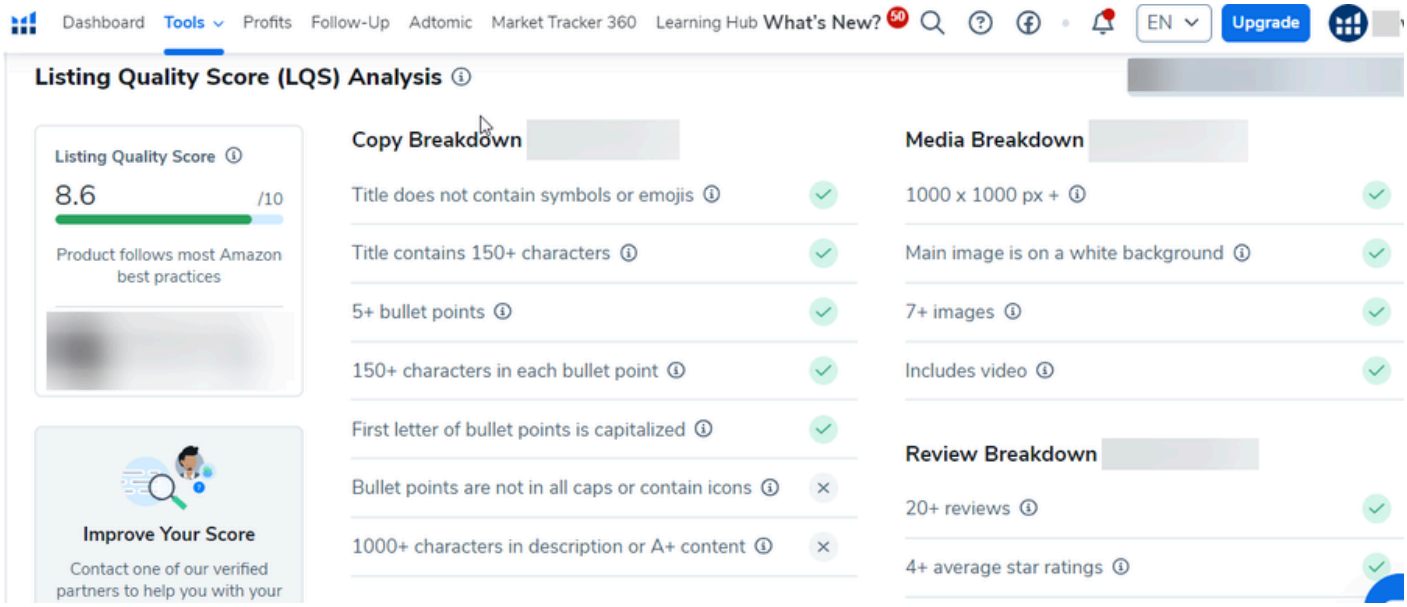


Performace Tools

Helium 10 Keyword Analysis



Helium 10 Listing Quality Score



Helium 10 Competitor Analysis

