Usama Latif

E-COMMERCE SALES OPERATIONS MANAGER | AMAZON, EBAY, SHOPIFY & TIKTOK SHOP | CATALOG, SEO & PPC

usamalatif6sep@icloud.com
+92-342-6290958 (WhatsApp)
LinkedIn: in/usamalatif6sep
Website: mehfuz.com
Portfolio: ravisn-catalogue.pages.dev
Lahore, Pakistan

A polymath of Amazon operations. I fix the catalog, tune the keywords, run the ads, and keep listings healthy and selling. 7 years across design, marketplaces and my own licensed company in Ajman.

7-figure — AED revenue: Amazon UAE brand, in under 12 months

10,000+ — listings created and optimised on Amazon & eBay

£12,000+ — a month across two UK eBay client stores

12,000+ — live products on the catalogue platform I built

7 to 9 — Amazon ad accounts at once, USD 8k to 25k monthly sales

WHAT MOVED THE NUMBERS

- **Two lines at once since 2021:** full-time roles down the page, plus private marketplace clients run part time beside them.
- **USD 1,000+ and 80+ orders in month one** from a brand-new, zero-feedback eBay account at Ravisn.
- **Accounts brought back:** eBay MC011, MC013 & MC999 cases and an Amazon Section 3 reinstatement.

EXPERIENCE

E-commerce Sales Operations Manager
DEC 2025 - PRESENT

Ravisn Ltd | Lakshmi Chowk, Lahore | **ravisn-catalogue.pages.dev**

Report to the MD, hire with HR, run daily ops on my own call. **EBAY · AMAZON · SHOPIFY · TIKTOK SHOP**, expanding into Depop, Whatnot, Mercury, Facebook Marketplace, Reddit & Discord

- Handed a fresh eBay account, opened days earlier with **0 feedback, 0 listings, 0 sales**. Took it past **USD 1,000 and 80+ orders in month one**, alone, starting on dropshipping: product finding, listings & revisions, keywords and negatives, Promoted Listings (general & priority), fulfilment, customer service, returns, disputes.
- Run the **Amazon store, Shopify store and TikTok Shop** day to day alongside eBay: listings, orders, account health and sales on each. Stores: Top Shop Seller (eBay), Ravisn Ltd on eBay, Amazon, Shopify, TikTok Shop & Depop.
- Designed and built the company catalogue platform myself: **12,000+ live products** (15,000+ working) across UK, USA, Canada, Germany & Australia, supplier and reseller ranges plus our own US warehouse stock. Product codes & order reference numbers, reseller cart and checkout with delivery details & order confirmation, admin order dashboard, chatbot & live chat for resellers, **eBay API image work across 7,700+ products**.
- Built AI automations for catalogue, images, listings and customer replies; AI consulting for the team.
- Freight with **JCD Forwarder** **jcdforwarder.com**, trading name of Shenzhen Jiechengda International Freight Forwarding Co., Ltd. (est. April 2015, **NVOCC licence GD20240307220907**, Shenzhen Municipal Transportation Bureau, Alibaba verified **4.7/5 from 48 reviews**). China to US door to door in **10 to 12 days** incl. customs & duties, plus bulk and car-container shipments.

Private Client Marketplace Operations
2021 - PRESENT

Part time, beside every full-time role: Islamabad, Dubai, Lahore, and through the Aug to Dec 2025 move

- **VALUEBROS UK LTD (ValueBroshub)**, UK eBay, **£5,000+ a month**: white-label shower plugs made in Sialkot, plus dropshipped lines. Long-running, still operated.
- **NaveedProductions LTD**, UK eBay, **£7,000+ a month**: own-stock used electronics incl. Nikon cameras, plus dropshipping. Together, **£12,000+ a month**.
- A UK eBay account for a long-term client on **monthly profit closings**, and a **Netherlands eBay** client account.
- **7 to 9 Amazon ad accounts at once**, most at **USD 8,000 to 25,000** monthly sales, peak spend **AED 10,000 to 15,000** a month. Catalogues up to **25,000+ SKUs** in bulk files of 500, **50+ orders a day** at peak, remote teams of **4 to 6** VAs & designers.

Founder & E-commerce Operations Manager
FEB 2022 - AUG 2025

Mehfuz E Commerce FZE LLC | Ajman Free Zone, UAE | my own licensed company | **mehfuz.com**

- Part of the team that scaled an Amazon UAE brand to **7-figure AED revenue in under 12 months**.
- Amazon accounts **ZenShelf, AutoWonders, Ajman Industry, Ajman Interior & Mehfuz LLC**: PPC, flat files, suppressed listings, SAFE-T, AHR, policy warnings, Brand Registry.
- Shopify workwear & PPE store with **1,000+ listings** (coveralls, FR suits, safety shoes). **AED 20,000+** on Meta & Google (**AED 5,000 to 10,000** a month when live) plus TikTok Ads; set up Search Console, Looker Studio & Pixel.
- **@mehfuz_uae on TikTok, Instagram & Facebook**: posted daily in the Mehfuz years, all three still live.
- **£7,000+ UK Amazon blanket sales in one quarter** with AH Deals. UAE & UK VAT, company setup, fulfilment, returns and WhatsApp support end to end.

Amazon Private Label Partner (UK)
2023 - 2024

AlisMart / AH Deals | partnership alongside Mehfuz, 50/50 with UK partners

- Took an orthopedic pillow from Alibaba sourcing to a **top-selling private label on Amazon UK**: certifications, UPCs, Brand Registry, listing, shipments.

Graphic Designer → Senior → HR/Admin Manager
DEC 2019 - FEB 2022

Alismart Ltd | Business Bay, Bahria Town Phase 7, Islamabad | **alismart.co.uk**

- Promoted twice, and where my e-commerce started: Amazon & eBay from the inside on **GoBargains, AH Deals, Alismart** (Amazon & eBay), **AMK Deals & Save Safe Shop** (eBay).
- eBay selling across UK, Germany, Netherlands, EU, US & Australia; sourcing with China suppliers, Sialkot makers & UK imports; Excel dashboards for orders, returns, P&L and ads.

Before that: freelance graphic designer since 2016 on Fiverr, Upwork & Guru • Graphic Design Teacher, Glaze Cadet High School, Gujrat (Nov 2018 to Sep 2019) • Design Intern, AB Printing Press, Gujrat (Jun 2017 to Sep 2018).

EXPERTISE

Catalog & listings
Listing SEO (10,000+) · Flat-file & bulk uploads · Suppressed listing recovery · Keyword & indexation tracking · Competitor research · Launches: 3 Home & Household + 1 PL, PPC-led

Amazon & eBay operations
Private label & wholesale · Brand Registry · FBA/FBM · OA/RA · Case handling · SAFE-T · AHR metrics · Amazon UAE & UK · eBay UK, DE, NL, US, EU & AU

Ads & analytics
Amazon PPC · eBay Promoted Listings · Meta, Google & TikTok Ads · ROAS tracking · P&L dashboards

Compliance & account health
UAE & UK VAT · GS1 · IP complaints · PFCR · A-to-Z claims · Seller agreement disputes · Account reinstatement

TOOLKIT

Marketplaces
Amazon · eBay · Shopify · TikTok Shop · Depop · Whatnot · Noon · Daraz

Research & ads
Helium10 · SellerAmp · Keepa · JungleScout · Meta Ads Manager · TikTok Ads · Zoho

Excel & speed 9/10, 60 WPM
XLOOKUP · VLOOKUP · INDEX/MATCH · SUMIFS · PivotTables · Dashboards

Design
Photoshop · Illustrator · InDesign · CorelDRAW · Premiere Pro · After Effects · XD · Lightroom · Canva

Team, AI & logistics
Trello · Slack · Notion · Google Sheets · WhatsApp CRM · AI automations · China to US freight

EDUCATION & LANGUAGES

BS English (Applied Linguistics)
Virtual University of Pakistan, in progress
Finishing Fall 2027 · CGPA 2.64
5th-semester top-up, online, alongside work

Associate Degree in Arts
University of Gujrat, Annual Exam 2023
470/800 · 58.75% · 2nd Division
Both degrees: linguistics, technical writing, research

Certifications
Amazon Seller University (Advanced) · VAT Compliance Blueprint (UAE & UK) · Mentorships: Amazon VA, PL sourcing, Listing SEO, Meta Ads · Self-taught: advanced Excel, paid ads

Languages
English (Fluent) · Urdu (Native) · Arabic (Conversational)