

MELCHOR PAGULAYAN

Amazon VA | Shopify Store Operations Specialist | E-Commerce Virtual Assistant

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PROFESSIONAL SUMMARY

E-Commerce Virtual Assistant with 8+ years of experience supporting Amazon FBA sellers, Shopify stores, and affiliate businesses. Skilled in Shopify store operations, Amazon FBA product research, product listing optimization, inventory management, order processing, customer support, and e-commerce administration. Recognized for reliability, attention to detail, and improving operational efficiency.

CORE SKILLS

Shopify Store Operations • Amazon FBA • Product Research • Product Listing • Catalog Management • Inventory Management • Order Processing • Customer Support • Keepa • Google Workspace • Canva • ChatGPT • Claude • Gemini

PROFESSIONAL EXPERIENCE

General VA – Shopify / E-Commerce | 2023–2026

- Managed Shopify product listings, collections, inventory updates, order processing, customer support, and website maintenance.
- Maintained product accuracy and efficient store operations.

Fast Track FBA Product Researcher | 2022–2023

- Conducted Amazon FBA product research using Keepa and market analysis to identify profitable opportunities.
- Evaluated pricing, demand, competition, and sales history.

Amazon Affiliate Marketer | 2017–2022

- Promoted Amazon products through Facebook communities and optimized campaigns using customer behavior insights.

Amazon Virtual Assistant | 2014–2017

- Assisted Amazon product launches, keyword research, and ranking strategies to improve organic visibility.

CERTIFICATIONS

Amazon AVA PH • ProVA Shopify Store Management • FAMA Facebook Ads • Go High Level CRM