



I owned my own brand before I managed anyone else's



Ten years in my own brand's Amazon Seller Central account. 23 SKUs across fourteen Amazon marketplaces, plus Shopify, TikTok Shop and Walmart, bootstrapped to US\$35M cumulative. When you hire me, it is me in your account.

I launched and scaled Bubzi Co, a top 1% brand on Amazon worldwide. Everything in the pages that follow is a screenshot from that account, not a case study.

Amazon is a complex channel. I have already made the expensive mistakes on my own money, so you do not have to.

IN SELLER
CENTRAL

10 yrs

MARKETPLACES

14

CUMULATIVE SALES

US\$35M

11K SELLER
RATINGS

4.9★

what 10% to 15% lifetime TACOS actually looks like

Ten years of lifetime ad data from my own brand. In the US, \$1.12M of ad spend returned \$2.88M in sales. In the UK, £285k returned £938k. Blended lifetime TACOS stayed between 10% and 15% the whole way.

AMAZON.COM — UNITED STATES

\$1.12M spend → \$2.88M ad sales · 38.93% ACOS

Total cost ▾ ⓘ

\$1,117,875.36

Sales ▾ ⓘ

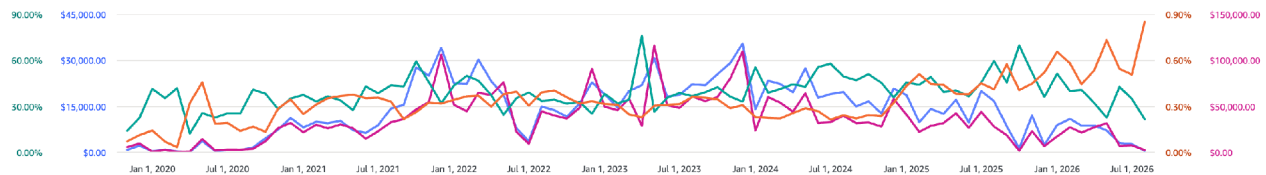
\$2,879,426.72

ACOS ▾ ⓘ

38.93%

CTR ▾ ⓘ

0.30%



AMAZON.CO.UK — UNITED KINGDOM

£285k spend → £938k ad sales · 30.41% ACOS

Total cost ▾ ⓘ

£285,147.22

Sales ▾ ⓘ

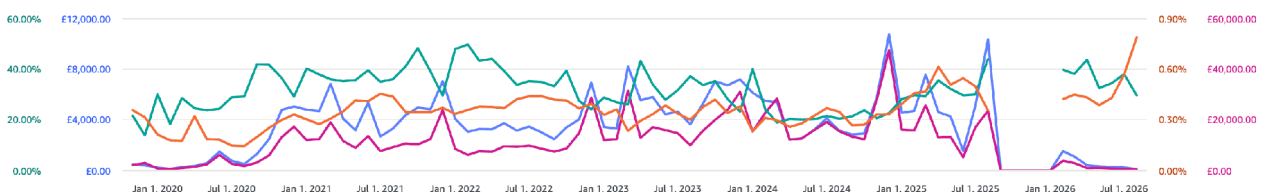
£938,071.85

ACOS ▾ ⓘ

30.41%

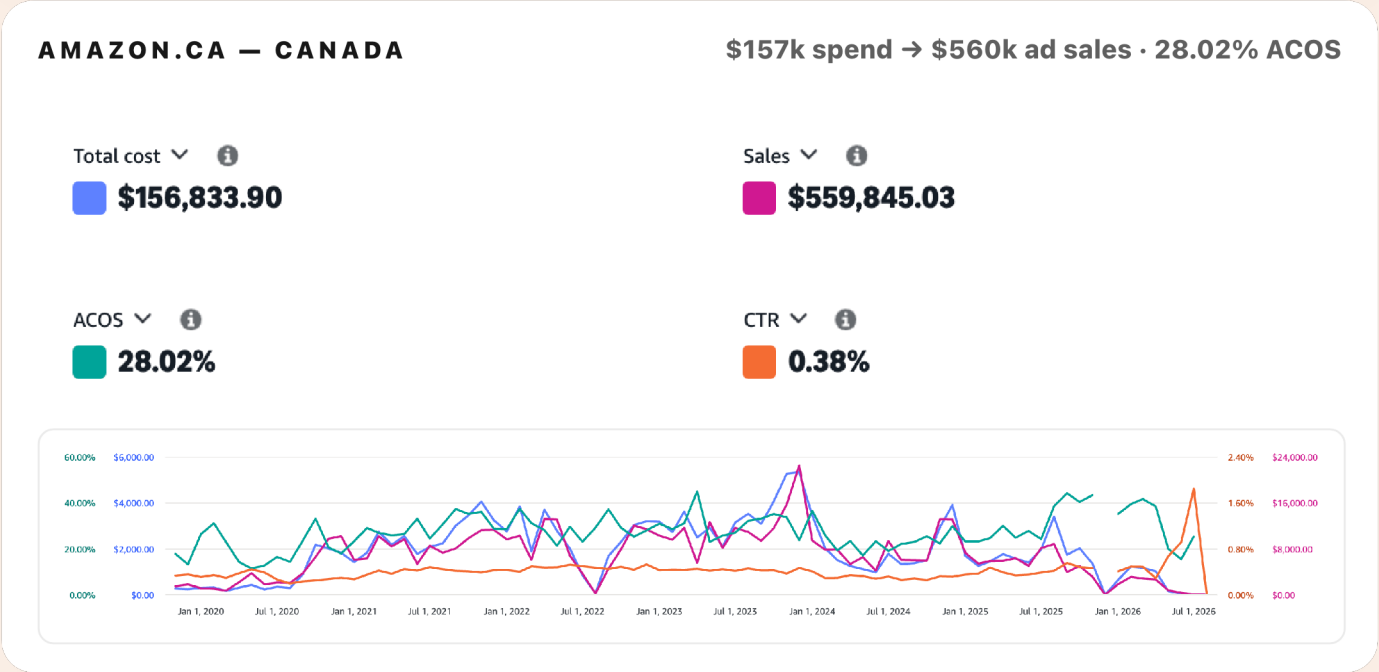
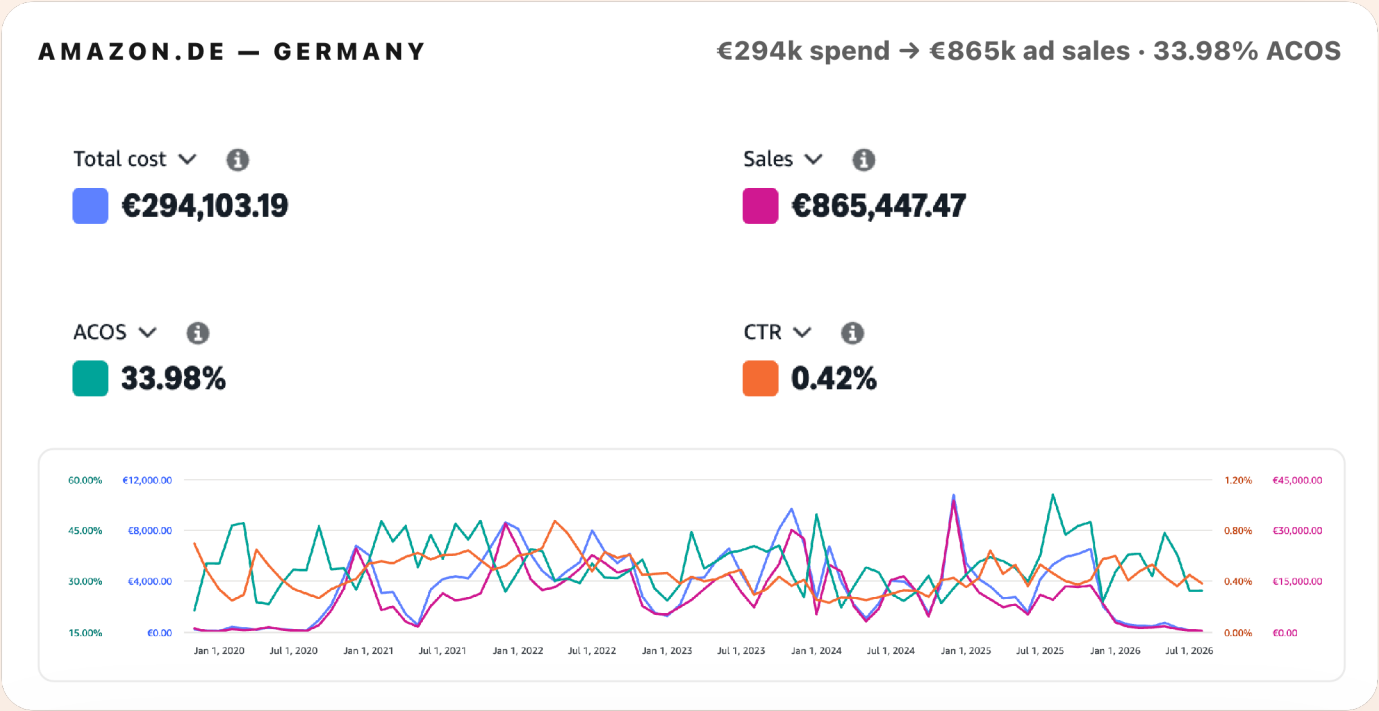
CTR ▾ ⓘ

0.33%



I have experience launching in multiple markets maintaining profitability

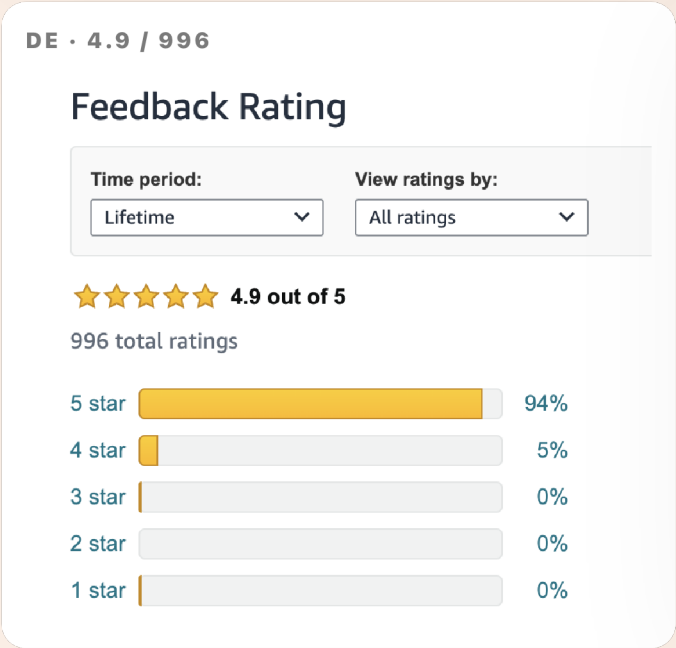
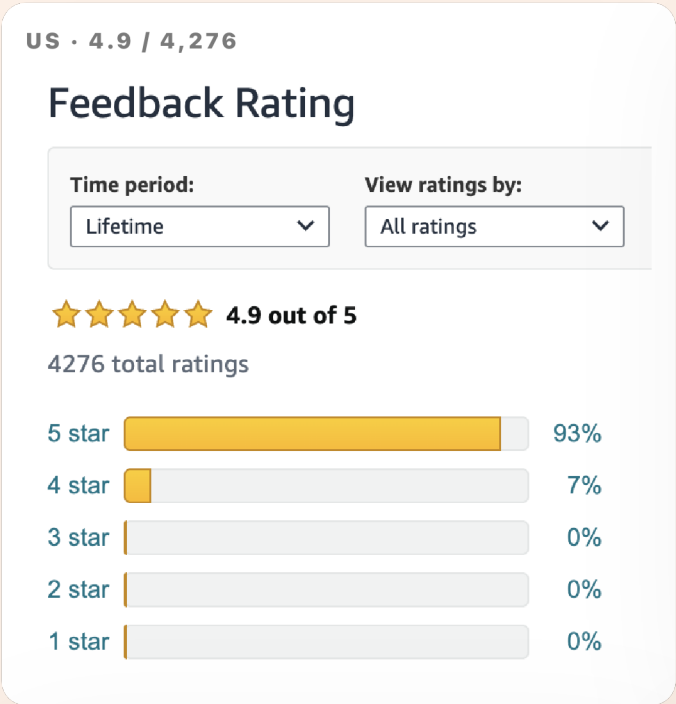
Prove one market, then reuse it in the next.



consistent 4.9 star seller feedback across all markets

An average 4.9 star seller rating in every market I opened. Ratings are crucial to see whether the overall customer experience has been excellent, and monitoring this daily is very important to maintain a healthy account.

LIFETIME SELLER FEEDBACK — 6,889 RATINGS



reviews are critical to success on Amazon and I maintained 4.8 stars over 30,000 reviews over 10 years

Impeccable customer service over ten years with more than 30,000 ratings at an average 4.8 stars, across 23 SKUs in every market. Reviews decide whether the traffic you pay for converts, so they are managed daily, not chased at launch.

CLAY FRAME KEEPSAKE · 4.6

Customer reviews

★★★★☆ 4.6 out of 5

18,384 global ratings

5 star

79%

4 star

12%

3 star

5%

2 star

1%

1 star

3%

How customer reviews and ratings work

MILESTONE BLANKET · 4.8

Customer reviews

★★★★★ 4.8 out of 5

3,459 global ratings

5 star

84%

4 star

11%

3 star

3%

2 star

1%

1 star

1%

How customer reviews and ratings work

ORNAMENT KEEPSAKE · 4.5

Customer reviews

★★★★☆ 4.5 out of 5

1,570 global ratings

5 star

72%

4 star

14%

3 star

8%

2 star

3%

1 star

3%

How customer reviews and ratings work

NASAL ASPIRATOR · 4.4

Customer reviews

★★★★☆ 4.4 out of 5

2,119 global ratings

5 star

73%

4 star

11%

3 star

7%

2 star

4%

1 star

5%

How customer reviews and ratings work



how I help you launch and scale

Four things I hold to on every account. They are the same four I held to on my own.

01

I treat your channel like my own

Every decision gets the test I used on my own money: is this worth spending on. That care is what I bring.

02

Margin first, then rank, then spend

We price off the real fees per unit, fix the pages that cannot convert, then put budget behind them.

03

One market proven, then repeated

Launch where the economics are strongest, then reuse the search data you have already paid for and merge the reviews across markets.

04

You will hear the hard numbers early

Stockouts, slow SKUs, a market that is not ready yet. No surprises at the settlement report.

NEXT STEP

Send your brand, category and sale price in your reply. I will run the real Amazon fees against it and come back with your margin per unit, so we both start from the same numbers.

Book a 30 min call

Email Eli

LINKEDIN

INSTAGRAM

Whatever we agree, it is me in your account — the same person who built the numbers in this document.

Elijah Kim
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