

BACHA HUSSAIN ADIL

Computer Science Student | Full-stack Web developer | Amazon E-Commerce Strategist

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PROFESSIONAL SUMMARY

Computer Science finalist with **2+ years of hands-on experience** delivering measurable results across Amazon e-commerce operations and full-stack web development. Engineered an **AI-powered gym management system** leveraging RAG architecture and ML-driven personalization — achieving **90% user satisfaction with 500+ beta users** in the first month. Optimized 50+ Amazon listings to drive **35% search ranking improvements** and built 8+ high-performance React/WordPress sites scoring **95+ on Lighthouse**. A multilingual technologist (English, Urdu, Pashto, Persian) who bridges technical depth with commercial acumen to drive digital growth.

TECHNICAL SKILLS

Web Development: HTML5, CSS3, JavaScript, React.js, WordPress, Responsive Design, RESTful APIs, UI/UX

AI & Data Science: Python, Machine Learning, RAG Architecture, Pandas, NumPy, Scikit-learn, Data Analytics

Amazon E-Commerce: Listing Optimization, PPC Campaign Management, Keyword Research, Helium 10, Jungle Scout, Keepa, Inventory Forecasting, LLC/LTD Formation

Tools & Platforms: Amazon Seller Central, GitHub, Adobe Photoshop, InDesign, Sony Vegas, Microsoft Office Suite

Languages: English (Fluent) · Urdu (Fluent) · Pashto (Native) · Persian (Conversational)

PROFESSIONAL EXPERIENCE

Amazon Virtual Assistant | [Freelance \(Remote\)](#)

May 2023 – Present

- ▶ Revitalized 50+ Amazon product listings through strategic A+ content and backend keyword integration, lifting search rankings by 35% and improving click-through rates across client accounts.
- ▶ Identified 15+ high-potential niches with 25%+ profit margins using Helium 10, Jungle Scout, and Keepa data analysis — directly influencing client sourcing decisions.
- ▶ Managed end-to-end PPC campaigns, competitor intelligence, and inventory forecasting for multiple seller accounts, reducing stockout incidents and maximizing ad ROI.
- ▶ Executed 20% average increase in client profit margins through data-driven repricing models and market gap analysis.
- ▶ Facilitated 10+ USA LLC formations and UK LTD registrations, navigating cross-jurisdictional compliance requirements with zero regulatory penalties for clients.

Frontend Web Developer | [Freelance & Personal Projects](#)

2022 – Present

- ▶ Architected and launched 8+ responsive web applications using React.js and WordPress — all achieving 95+ Google Lighthouse performance scores.
- ▶ Engineered custom UI component libraries and RESTful API integrations, cutting average page load times and enhancing cross-device usability.
- ▶ Collaborated directly with clients to deliver conversion-optimized e-commerce solutions, boosting user engagement by 40% within 30 days of launch.

- ▶ Designed accessible, mobile-first interfaces applying UI/UX principles that reduced bounce rates and increased session duration.

KEY PROJECTS

AI-Powered Gym Workout & Training Management System | [Final Year Project](#)

2025

Stack: *React.js · Python · Machine Learning · RAG Architecture · Pandas · NumPy*

- ▶ Engineered a full-stack AI application delivering personalized workout splits and nutrition plans via ML-driven recommendation algorithms tailored to individual biometrics and goals.
- ▶ Implemented Retrieval-Augmented Generation (RAG) architecture to deliver context-aware fitness guidance — enabling adaptive responses based on real-time user data.
- ▶ Built Python data pipelines using Pandas and NumPy to analyze user performance trends and auto-adjust training progressions over time.
- ▶ Achieved 90% user satisfaction rate and 500+ registered users within the first month of beta launch — validating product-market fit at scale.

Portfolio Website | [Personal Project](#)

2022 – Present

- ▶ Designed and deployed a fully responsive portfolio at bachahussain.github.io/websit, showcasing full- stack web developr and UI/UX capabilities with optimized performance.

EDUCATION

Bachelor of Computer Science (BCS)

Expected: 2026

University of the Punjab, Lahore, Pakistan

Associative degree of Computer Science (ACS)

University of the People, USA

Relevant Coursework: Data Structures & Algorithms · Database Management · Software Engineering · Artificial Intelligence · Machine Learning · Web Technologies

CERTIFICATIONS & TRAINING

◆ **Amazon Virtual Assistant (NAVTTCC)** · May – Oct 2023

◆ **Amazon FBA & E-Commerce Training** · Enablers E-Commerce Institute

◆ **Amazon Business & Product Research** · Shahid Anwar Virtual University

◆ **English Language & Computer Programming** · NPO/RRAA Norwegian Project Office (2015–2016)

References available upon request · Portfolio: bachahussain.github.io/websit