



ZENY MARIE DIWA

AMAZON VA
PRODUCT RESEARCHER

ABOUT ME

Experienced Social Media Manager with a proven track record in building online presence, driving engagement, and managing digital campaigns. Recently transitioned into the e-commerce space as an Amazon Virtual Assistant, specializing in product research. Skilled at analyzing market trends, identifying profitable niches, and leveraging data-driven insights to support business growth. Combining creativity from social media expertise with analytical skills in Amazon product research to deliver value in digital commerce.

EDUCATION

BATAAN HEROES MEMORIAL COLLEGE

Senior High School 2016-2018

UNIVERSITY OF THE CORDILLERAS

Bachelor of Science in Criminology
2018-2022

CONTACT

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JOB EXPERIENCE

INSTAGRAM ACCOUNT SHOPS

SOCIAL MEDIA MANAGER 2020-2021

- Managed sales of physical products on Instagram
- Responded inquiries from buyers
- Created and posted content on Instagram account
- Design graphics and visuals for Instagram posts
- Engaged with followers and built relationships to drive sales and brand awareness

SKILLS AND ABILITIES

- Market and trend analysis skilled at identifying profitable niches and emerging product.
- Analytics to uncover high-traffic keywords and optimize product listings.
- Analyzing competitor products, pricing strategies, reviews, and differentiation opportunities to position products effectively.
- Profitability and ROI calculation ability to calculate margins by factoring in Amazon FBA fees, shipping costs, and supplier pricing to ensure sustainable profitability.
- Supplier sourcing and negotiation identifying reliable suppliers for long-term partnerships.

Technical Tools

- Jungle Scout,
- Keepa
- SellerAmp SAS
- Excel/Google Sheets
- Amazon Seller Central & FBA tools

Soft Skills

- Analytical mindset with attention to detail
- Strong communication and negotiation skills
- Ability to work independently and manage multiple product pipelines