

Amazon Senior Account Manager | Brand Performance Strategist

Strategic, hands-on Amazon Account Manager with 5+ years of end-to-end experience across SEO, PPC, listing optimization, catalog troubleshooting, and account health resolution. Proven track record managing 15+ Amazon brands across diverse categories including supplements, pet products, apparel, and sporting goods. Known for proactive leadership, sharp KPI tracking, and ability to grow revenue while mentoring junior AMs. Actively seeking a full-time, remote role with growth potential and global exposure.

Core Expertise

- Full-Cycle Amazon Account Management
- Catalog & Listing Troubleshooting (Flat Files, Parent/Child ASINs)
- KPI Monitoring & Reporting (ACoS, TACoS, Sessions, Sales)
- SEO, Branding & Organic Growth Strategy
- Amazon PPC Oversight (Audit, Strategy, Delegation)
- Client Communication & Stakeholder Management
- Internal SOP & Process Development
- QA Review for SEO and Creatives
- Team Mentorship & Training

Professional Experience

Senior Amazon Account Manager

Horizon Marketing, UK (Remote) | 2024 – Present

- Lead and manage 15+ Amazon client accounts across various niches.
- Monitor daily KPIs (sales, sessions, ACoS, TACoS); flag underperformers for proactive troubleshooting.
- Collaborate with internal teams (PPC, SEO, Creative) to execute strategy per account.
- Perform QA checks for SEO listings and creatives before client hand-off.
- Create SOPs and mentor junior account managers; serve as go-to for training and process guidance.
- Provide hands-on support for escalated issues, including listing suppression, stranded inventory, and parentage issues.

Amazon Account Manager / SEO Specialist

AGM Agency, USA (Remote) | 2022 – 2024

- Managed 7+ client accounts, responsible for both strategy and execution across SEO, PPC, and catalog setup.
- Executed listing optimizations, performed PPC audits, and handled inventory forecasting.
- Left due to compensation misalignment despite taking on expanded responsibilities.

Workforce Real-Time Analyst

Startek BPO (Amazon Account), PH | 2020 – 2022

- Created real-time reports and schedule forecasts to support Amazon CS operations.
- Identified resource efficiency issues and provided strategic WFM recommendations.

Amazon Customer Service Representative

Startek BPO (Amazon Account), PH | 2017 – 2020

- Supported US-based Amazon customers via phone, email, and chat.
- Resolved complex order, refund, and account issues with high customer satisfaction ratings.

Tools & Platforms

Amazon Seller Central • Flat Files & Category Listing Reports • Helium10 • Google Sheets / Excel
• Amazon Ads Console • SOP Creation • Performance Notifications • KPI Dashboards • Internal Agency Tools

Education & Certifications

BS Computer Engineering – Western Institute of Technology (2018)

Certifications:

- Amazon Ads Retail Certification – Valid thru Dec 2024
- Helium 10 Freedom Ticket Course – Sept 2022
- Helium 10: Master Our Software Course – Mar 2022
- Account Manager Certification – Aug 2023

Highlighted Achievements

- Scaled from managing 10 to 17 Amazon client accounts within a year through consistent performance and leadership.
- Created training materials and internal SOPs to streamline agency onboarding and reduce errors.
- Resolved complex catalog issues, including multi-parent ASIN conflicts and suppressed listings, restoring listings and sales within 24–48 hours.
- Proactively prepared for Prime Day by managing inventory capacity limits and coordinating FBA shipment strategy.

References

Available upon request.