



JEFFREY

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- E-commerce & Amazon PPC Advertising (5+ Years Experience)
- PPC Campaign Management (Sponsored Products, Brands, Display)
- Keyword Research & Targeting Strategy
- Product Listing Optimization
- Inventory & Listing Management
- Content Planning & Creation
- Social Media Management
- Reporting & Data Analysis (ACoS, ROAS, CTR, Conversion Rate)
- Campaign Optimization & Bid Management
- Calendar & Task Management
- Administrative & Operations Support

TOOLS

- Amazon Ads Console
- Helium 10
- Keepa
- Microsoft Office 365
- Google Workspace
- Monday.com
- Slack
- HubSpot
- Salesforce
- GoHighLevel

Results-driven eCommerce Specialist with experience managing and optimizing Amazon PPC campaigns to drive sales growth and improve brand visibility. Proven track record of increasing ROAS and campaign performance through data-driven strategies, keyword optimization, and in-depth analysis of metrics such as ACoS, CTR, and conversion rates. Brings strong expertise in Amazon Ads, DSP campaigns, and cross-functional collaboration, helping organizations maximize online revenue, streamline advertising operations, and achieve scalable eCommerce growth.

WORK EXPERIENCE

ADVERTISING PPC SPECIALIST 3 (AMAZON ADS)

Omni Solutions Inc. | May 2023 – June 2025 (2 Years, 2 Months)

- Managed and optimized Amazon PPC campaigns (Sponsored Products, Brands, Display) through keyword research, bid/budget control, and performance analysis (ACoS, ROAS, CTR) while auditing accounts, improving workflows, and ensuring campaign efficiency.

ADVERTISING SPECIALIST 1 (AMAZON ADS/DSP)

Omni Solutions Inc. | August 2021 – May 2023 (1 Year, 10 Months)

- Executed Amazon PPC and DSP campaigns by developing data-driven strategies, managing budgets and reports, optimizing keywords and targeting, and collaborating with teams to improve campaign performance and client results.

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