



GINO VIOVICENTE

Amazon Specialist

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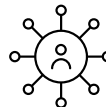
PROFILE SUMMARY



Results-driven Amazon Specialist with 3 years of experience in managing Amazon Seller and Vendor Central accounts. Adept at optimizing product listings, PPC campaign management, keyword research, and implementing data-driven strategies to maximize sales growth and profitability. Proven track record of enhancing brand visibility, building customer loyalty, and driving significant revenue increases.

Expertise includes inventory forecasting, competitor analysis, and navigating Amazon's complex ecosystem to deliver measurable results. Strong collaborator with a passion for e-commerce innovation and staying ahead of Amazon's ever-evolving marketplace trends. Dedicated to helping brands achieve sustainable growth in a highly competitive digital environment.

CORE COMPETENCIES



- Amazon Seller & Vendor Central Management
- Product Listing Optimization (SEO, A+ Content, EBC)
- PPC Campaigns (Amazon Advertising, Sponsored Ads)
- Keyword Research & Competitor Analysis
- Inventory & Supply Chain Management
- Amazon FBA & FBM Strategies
- Data Analysis & Sales Performance Tracking
- Customer Service & Review Management
- Brand Registry & Policy Compliance
- Marketplace Expansion & International Selling
- Budget Planning & Cost Optimization
- Cross-Functional Team Collaboration
- Problem Solving & Decision Making in E-Commerce
- Advanced Excel & Analytical Tools Expertise
- Strategic Planning for Seasonal Trends & Promotions
- Multi-Channel E-Commerce Integration

PROFESSIONAL SKILLS



- Effective Account Management for Amazon Seller & Vendor Central accounts
- Expertise in Customer Support and Conflict Resolution
- Data-Driven Decision Making to boost sales and optimize performance
- Strong Communication and Interpersonal Skills with cross-functional teams
- Multi-Tasking and Time Management in a dynamic e-commerce environment
- Sales Analysis and Strategic Planning for seasonal and market trends
- Ability to Train and Mentor teams in Amazon platform best practices
- Adaptability to the ever-evolving e-commerce ecosystem

"Amazon expertise: sales optimized, success achieved."

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TECHNICAL SKILLS

- Amazon Marketplace Tools: FBA, FBM, Amazon Advertising, A+ Content creation, Enhanced Brand Content (EBC), Amazon DSP (Demand-Side Platform), and Sponsored Brand Videos.
- Amazon PPC Campaigns: Advanced proficiency in creating, optimizing, and scaling Sponsored Product Ads, Sponsored Brand Ads, and Sponsored Display Ads.
- Keyword Research & Competitor Analysis Tools: Expertise in Helium 10, Jungle Scout, AMZScout, and SellerApp.
- API Integration: Experience with Amazon MWS (Marketplace Web Services), SP-API, and third-party software for enhanced e-commerce solutions.
- Inventory Management Systems: Proficiency in Restock Reports, Inventory Performance Index (IPI) management, and tools like SellerApp and Helium 10.
- Order Fulfillment Platforms: Experience with Amazon Multi-Channel Fulfillment (MCF) and third-party logistics (3PL) integration.
- Analytics & Reporting: Proficiency in Amazon Brand Analytics, Amazon Business Reports, Google Analytics, and Tableau.
- Search Engine Optimization (SEO): Mastery in Amazon SEO for product rankings, backend keyword optimization, and driving organic traffic.
- Market Expansion: Knowledge in managing international Amazon marketplaces (Amazon Europe, Japan, Australia, and India).
- Compliance Tools & Practices: Understanding of Amazon policies, Brand Registry, and Intellectual Property protections.
- Web Development Technologies:
 - Frontend: HTML, CSS, JavaScript, React.js, Angular, Vue.js..
 - Backend: Node.js, PHP, Python, Django, Express.js, Ruby on Rails.
 - Database Management: MySQL, MongoDB, Firebase, PostgreSQL.
- Version Control: Git, GitHub, Bitbucket, and GitLab for collaborative and individual development workflows.
- E-commerce Platform Integration: Shopify, WooCommerce, Magento, and BigCommerce.
- Web Performance Optimization: Expertise in improving website performance, accessibility, responsiveness, and page speed (including Core Web Vitals).
- Proficiency in Design Tools: Canva, Adobe XD, Photoshop, Illustrator, and Figma for creating engaging digital assets.



WORK EXPERIENCE

Amazon Seller Support Specialist (October 2022 - April 2025)

- Delivered exceptional phone, chat, and email support to Amazon sellers, resolving inquiries with professionalism and efficiency while adhering to service level agreements (SLAs).
- Supported sellers with a wide range of tasks, including account registration, verification, listing creation, and troubleshooting issues related to Seller Central and Vendor Central platforms.
- Assisted sellers in optimizing product listings by providing guidance on SEO strategies, Enhanced Brand Content (EBC), A+ content creation, and ensuring compliance with Amazon's policies.
- Managed complex cases involving inventory reconciliation, payment discrepancies, and policy enforcement by coordinating with internal teams and leveraging Amazon tools effectively.
- Guided sellers on maximizing profitability through FBA (Fulfilled by Amazon) and FBM (Fulfilled by Merchant) strategies, as well as launching and managing successful PPC campaigns (Sponsored Ads, Sponsored Brands, Sponsored Display).
- Conducted proactive outreach to sellers during peak seasons, ensuring they were well-prepared to capitalize on trends, promotions, and inventory requirements.
- Provided training and support on Brand Registry, intellectual property protection, and navigating Amazon's policy updates.
- Delivered data-driven insights on sales trends, customer feedback, and marketplace performance to help sellers improve their business strategies.
- Maintained meticulous documentation of interactions and resolutions using CRM tools, enabling process improvement and consistency in case handling.

"Amazon expertise: sales optimized, success achieved."

- Managed all aspects of Amazon Seller Central accounts, including product listing creation, optimization, and maintenance to ensure high visibility and conversion rates.
- Performed keyword research and implemented SEO strategies to enhance product rankings and drive organic traffic.
- Led PPC campaign management, including Sponsored Products, Sponsored Brands, and Sponsored Display Ads, to maximize advertising ROI and sales growth.
- Optimized inventory management by monitoring stock levels, restock limits, and using tools like Restock Reports and Inventory Performance Index (IPI).
- Ensured policy compliance by maintaining adherence to Amazon's guidelines and resolving policy-related issues, such as listing suspensions and account disputes.
- Handled customer reviews and feedback, initiating strategies to improve ratings and customer satisfaction.
- Utilized tools like Helium 10, Jungle Scout, and Amazon Brand Analytics to track competitor performance and identify growth opportunities.
- Proactively expanded the brand's presence across international marketplaces, including Amazon Europe, Japan, and Australia.
- Provided data-driven insights through analysis of sales trends, Amazon Business Reports, and Advertising Performance Reports, creating actionable strategies for revenue growth.
- Assisted in setting up Amazon FBA (Fulfilled by Amazon) processes, improving logistics efficiency and delivery timeframes.
- Collaborated with cross-functional teams to execute seasonal promotions, pricing adjustments, and marketing campaigns aligned with Amazon marketplace trends.
- Stayed updated on Amazon's latest tools and changes, ensuring the brand adapted to evolving marketplace dynamics effectively.

United Parcel Service

is an American multinational shipping & receiving and supply chain management company founded in 1907. Originally known as the American Messenger Company specializing in telegraphs, UPS has expanded to become a Fortune 500 company and one of the world's largest shipping couriers. UPS today is primarily known for its ground shipping services as well as the UPS Store, a retail chain which assists UPS shipments and provides tools for small businesses. UPS offers air shipping on an overnight or two-day basis and delivers to post office boxes through UPS Mail Innovations and UPS SurePost.

McDonald's (2017 - 2019)

Kitchen Responsibilities:

- Greeted customers, took orders, and managed transactions using the POS system.
- Prepared orders promptly and ensured accuracy.
- Promoted combo meals, desserts, and special offers.
- Resolved customer complaints professionally.
- Kept the counter and dining area clean and organized.

Counter Responsibilities:

- Prepared food following safety and hygiene standards.
- Operated fryers, grills, and ovens efficiently.
- Monitored inventory and reported stock needs.
- Maintained cleanliness and sanitized the workspace.
- Assisted with bulk orders during peak hours.

Jollibee (2020 - 2022)

Counter Responsibilities:

- Took customer orders and processed payments using the POS system.
- Prepared orders and ensured accuracy.
- Promoted combo meals and special offers.
- Resolved customer concerns professionally.
- Kept the counter area clean and organized.

Lobby Responsibilities:

- Maintained cleanliness in the dining area and restrooms.
- Assisted customers in finding seats and replenished condiments.
- Managed waste disposal and ensured hygiene.
- Distributed flyers and shared promotions.

Taught English to Korean students of varying proficiency levels through engaging lessons. Focused on grammar, vocabulary, pronunciation, and conversation skills. Prepared students for TOEIC, TOEFL, and IELTS with practice exams and strategies. Created personalized lesson plans and provided feedback to track progress. Conducted online and in-person sessions using interactive teaching methods. Fostered a supportive learning environment to boost confidence and participation.

SOFT SKILLS



- Strong Communication & Negotiation
- Problem-Solving & Analytical Thinking
- Adaptability & Continuous Learning
- Time Management & Organization
- Attention to Detail
- Team Collaboration & Leadership
- Customer-Centric Approach
- Emotional Intelligence & Empathy
- Conflict Resolution & Stress Management
- Critical Thinking & Decision Making
- Creativity & Innovation
- Active Listening & Interpersonal Skills
- Resilience & Positive Attitude
- Multitasking & Prioritization
- Flexibility & Open-Mindedness
- Relationship Building & Networking
- Self-Motivation & Proactivity
- Professionalism & Work Ethic
- Coaching & Mentoring Abilities
- Stress Tolerance & Patience

HARD SKILLS



- Amazon Marketplace Tools (FBA, FBM, PPC, A+ Content, EBC)
- Inventory Management & Supply Chain Optimization
- Data Analysis & Reporting (Google Analytics, Tableau)
- Keyword Research & Search Engine Optimization (SEO)
- API Integration (Amazon MWS, SP-API, third-party software)
- E-commerce Platform Management (Shopify, WooCommerce, Magento)
- Web Development (HTML, CSS, JavaScript, React.js, Node.js)
- Database Management (MySQL, MongoDB, Firebase)
- Advertising Campaigns (Sponsored Ads, Display Ads, DSP)
- Point-of-Sale (POS) System Operation
- Content Creation & Graphic Design (Adobe XD, Photoshop, Canva)
- Customer Relationship Management (CRM Tools)
- Conflict Resolution & Complaint Handling
- Foreign Language Proficiency (if applicable)
- Marketing Strategy & Budget Planning
- Product Listing Optimization & Branding
- Team Leadership & Project Management Tools (Trello, Asana)
- IT Troubleshooting & Technical Support
- Logistics Coordination & Freight Management
- Compliance & Policy Adherence

TOOLS USED



EDUCATION



Pampanga State Agricultural University

- Bachelor of Science in Information Technology



City College of Angeles

- Bachelor of Science in Accountancy

REFERENCE



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