

ANGELO NIKKO E. AFRICA

Amazon Brand Specialist

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SKILLS

Amazon Account Management
Product Research
Keyword Research

Amazon Account Health
Listing Creation and Optimization
Amazon Pay-per-click

SUMMARY

A passionate and results-driven professional with extensive experience in e-commerce and brand management. I am excited about the opportunity to leverage my skills to contribute to the success of your team and drive impactful results.

EXPERIENCE

Foundry Brands

Amazon Brand Specialist- July 2023 to February 2026

- Conducts regular audits and optimization of product listings, including backend search terms, category assignments, and A+ content to improve visibility and conversion.
- Collaborates with advertising partners to review and optimize PPC campaigns, focusing on improving KPIs such as ACOS, ROAS, CTR, and conversion rate to drive profitable growth.
- Conducts daily account health audits to ensure seller performance metrics remain in good standing, proactively addressing performance notifications and compliance risks.
- Identifies and addresses pricing conflicts or policy violations that could result in Buy Box suppression or sales losses.
- Strategically plan and execute Lightning Deals, Coupons, and other promotional campaigns to accelerate sales velocity and enhance organic keyword ranking.
- Manages end-to-end Amazon brand operations, ensuring consistency in branding, listing quality, and adherence to Amazon policies across all marketplaces.

Playlearn USA

Amazon Brand Specialist- February 2022 to February 2025

- Drive project progression through planning and timeline management, ensuring timely target achievement and seamless follow-through.
- Monitor KPIs, liaise with seller support, and implement proactive solutions to troubleshoot challenges effectively.
- Oversee supply chain operations, coordinating with suppliers and freight forwarders to consistently meet deadlines.

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Amazon and Marketplace Manager- July 2022 to July 2023

- Provided comprehensive support to multiple projects, such as eCommerce, content, and customer support, among others. Assisted with various aspects of these projects, including planning, implementation, and maintenance.
- Demonstrated a proactive approach to identifying obstacles and recommending effective solutions to overcome them. Utilized analytical skills to assess complex situations and develop innovative solutions that improved project outcomes.
- Supported optimizations of PPC campaigns to enhance product visibility and drive sales. Conducted comprehensive product research and development to ensure the products met market needs and consumer preferences.

Outgive Inc.- Seller Interactive

Account Manager- December 2021 to August 2022

- Maintained smooth communication between clients and Seller Interactive, ensuring overall account health of Amazon Seller Central account. Coordinated with clients to understand their business goals and provided tailored recommendations to enhance their account performance.
- Demonstrated competence in handling Seller Central backend tasks, including listing optimization and updating listings using flat files, A+ Content Updates, Store Updates, and dealing with suppressed listings. Drafted POA, created shipment plans, and conducted thorough quality checks to ensure listing compliance.

EDUCATION

- **De La Salle University- Lipa**
 - Bachelor's in science in Hotel and Restaurant Management

COURSES AND CERTIFICATIONS

- **Sandbox VA PPC Course**
 - Comprehensive 8-week Amazon PPC course with apprenticeship and hands on training.
- **Filipino PPC Masters (FPPCM)**
 - A comprehensive training program to deep dive into Amazon Pay-Per-Click (PPC) advertising. Designed with a hands-on approach, the course covers essential topics like Sponsored Products, keyword targeting, campaign structuring, bid optimization, and analytics using real Seller Central dashboards. It also includes training on tools like Helium 10 and DataDive, plus step-by-step tutorials, performance audits, and bulk operations.
- **Amazon Seller VA Masterclass- Elite**
 - A masterclass course with A-Z guide to become a skilled, in-demand, and complete Amazon Seller Virtual Assistant. Trained under a 7-figure Amazon Seller to provide Amazon FBA Sellers the ease on: Product Research, Supplier Sourcing, creating an optimized Product Listing, strategizing Sponsored Ads or PPC, Seller Central account management, and exceptional customer service experience.

REFERENCE

Reference available on request.