JAY JR GAMATAN

E-COMMERCE SPECIALIST

📞 0995 300 9580

✉️ jgamatan2001@gmail.com

🌐 https://virtualassistantjay.wixsite.com /virtualassistant-jay

EXPERIENCE

Amazon PPC Specialist (Free service)

Plugin Earth
July 2025 - July 2025

- Managed and created sponsored ad campaigns to improve visibility and drive sales
- Conducted in-depth keyword research and competitive analysis to identify high-converting search terms
- Optimized product listings by improving titles, bullet points, backend keywords, and images based on keyword trends and competitors
- Analyzed advertising performance reports to adjust targeting, optimize bids, and lower ACoS while improving ROAS
- Created and maintained keyword tracking reports to monitor ad spend, conversions, and ranking performance over time

Amazon Product Researcher Intern

Soled LLC
April 2025 - May 2025

- Conducted product research through reverse sourcing, manual sourcing, storefront stalking, and wholesale research
- Used Keepa and SellerAmp to analyze product history, sales rank, and competition
- Studied discount sourcing platforms such as Rakuten and SalesGazer to find profitable deals
- Tracked and organized research data using spreadsheets for easy reference and decision-making

Finance Intern

Holiday Inn & Suites Makati, an IHG Hotel
May 2024 – July 2024

- Organized and maintained financial records including journals and official receipts
- Used Opera PMS to access guest folios and support daily financial reporting
- Utilized digital tools such as DocMX to manage and link documents efficiently
- Gained hands-on experience in data handling, financial accuracy, and detailed record keeping

Human Resource Intern

Holiday Inn & Suites Makati, an IHG Hotel
May 2024 – June 2024

- Supervised fellow interns and ensured adherence to company policies and timelines
- Monitored time sheets and assisted in administrative tasks such as scheduling, coordinating daily assignments, and organizing meetings
- Conducted onboarding sessions for new interns to support a smooth transition into the company

EDUCATION

Bachelor of Science in Hotel and Restaurant Administration

Lyceum of the Philippines University Manila
August 2020 – September 2024

Upper Secondary Education Major in Accountancy and Business Management

St. Andrew's School
2018 – 2020

SKILLS

- **Microsoft Office (Word, Excel, PowerPoint)**
- **Amazon PPC**
- **Helium 10 (Cerebro, Magnet, Scribbles, Adtomic)**
- **Basic Video Editing (Trimming, Captions, Enhancements)**
- **Product Listing (Amazon Seller Central)**
- **Amazon Product Research (Reverse Sourcing, Manual Sourcing, Storefront Stalking, Wholesale Research)**
- **Discount Sourcing Studied: Rakuten, SalesGazer**
- **Amazon Tools Studied: Keepa, SellerAmp (SAS), RevSeller, Threecolts Tactical Arbitrage (Basic), Amazon Seller Central**
- **Shopify Store Setup**
- **Amazon A+ Content**

AMAZON ACADEMY CERTIFICATION

Amazon Sponsored Ads Advanced Certification
Amazon Sponsored Ads Certification
Amazon Ads Foundation Certification
Amazon Video Ads Certification
Amazon DSP Campaigns Certification

OTHER CERTIFICATE

TOEIC (Test of English for International Communication)

Total Score: 855 - March 2024

UDEMY CERTIFICATE
Amazon Virtual Assistant for Sellers · Full Course [2025]

PROJECTS

Amazon PPC Portfolio

Click this link

Listing Optimization and A+ Content Portfolio

Click this link

My VA Portfolio Website

Click this link

Sample Ebay VA Product Listing

Click this link

My Own Shopify Store (3-Day Free Trial):
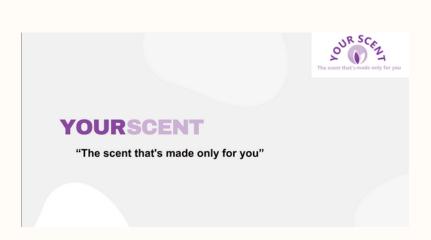
Click this link

MY SAMPLE WORKS

WORDPRESS: CHECKLIST WFH ESSENTIALS FOR VA'S

LINK HERE:

TRAVEL AGENCY PROJECT

LINK HERE:

MARKETING PROJECT

LINK HERE:

BROCHURE PROJECT

LINK HERE:

PINTEREST POST USING TAILWIND

LINK HERE:

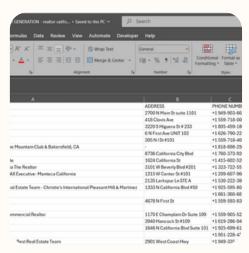**PREZI-STYLE INSTAGRAM POST (MULTIPLE PICS)**

LINK HERE:

SAMPLE CANVA WORK

SAMPLE EMAIL SCENARIO FROM YOUTUBE

SCENARIO LINK HERE:

SAMPLE LEAD GENERATION REALTOR CALIFORNIA

LINK HERE:

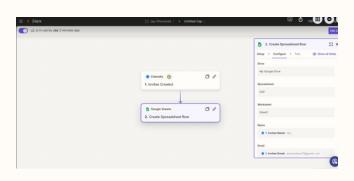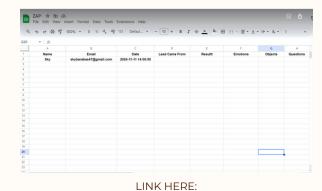**TURNING 1-HOUR VIDEOS INTO TIKTOK & INSTAGRAM CLIPS**

LINK HERE:

RESTAURANT MENU PROJECT

LINK HERE:

CALENDLY TO ZAPIER TO GOOGLE SPREADSHEET AUTOMATION
(FREE TRIAL)

LINK HERE:

LANDING FORM MADE ON KIT.COM (TRIAL)

POSTER 1 PROJECT

SCENARIO LINK HERE:

POSTER 2 PROJECT

LINK HERE:

POSTER 3 PROJECT

LINK HERE:

VISIT MY PORTFOLIO WEBSITE WITH THIS LINK