

ERIKA JOY GANGAN

Amazon Advertising Specialist

Email
LinkedIn
+63 966 263 7175
Amazon PPC Portfolio
Rodriguez, Rizal, Philippines
Amazon PPC Website

I help Amazon Sellers boost their sales and outperform competitors to dominate the product market and increase market share through effective Amazon advertising.

WORK EXPERIENCE

AGGREGATOR AGENCY
Oct 2023 – Sep 2026

Amazon Advertising Manager

- Rebuilt a 7-figure brand's bid and budget strategy ahead of peak season
- Grew Q4 net profit **5.8x** year over year ($142.0K to $822.8K)
- Cut ad spend **32%** ($838.7K to $567.2K) while sales held nearly flat ($5.26M to $4.89M)
- Lifted net margin from 2.7% to 16.8%
- Bid management, keyword refinement, and A/B testing of ad creatives
- Budget allocation and KPI monitoring, turning analysis into actionable insights
- Market and competitor research to find opportunities and sharpen targeting
- Organized campaign portfolios for streamlined tracking and reporting
- Cross-functional collaboration to align advertising with business objectives

ADVERTISING AGENCY
Apr 2023 – Sep 2023

Amazon Advertising Assistant

- Supported **50+ client accounts** across the company
- Assisted PPC managers and senior specialists with day-to-day advertising
- Prepared and updated weekly and monthly reports for client presentations
- Ran monthly account audits using Brand Analytics Search Query Performance data
- Reorganized campaigns through portfolio organization, renaming, and restructuring
- Handled recurring advertising tasks and Data Dive keyword research

FULL ACCOUNT MANAGEMENT AGENCY
Dec 2022 – Apr 2023

Amazon Advertising Specialist II

- Moved from internship to managing **10+ client accounts at once**
- Multiple marketplaces, with ad budgets from **$1K to $100K**
- Owned campaigns end to end: keyword and competitor research, market analysis, keyword segmentation, campaign creation, budget planning
- Continuous optimization with performance analysis and insights for each account

SKILLS, TRAINING & TOOLS

PROFESSIONAL SKILLS

- Account Audit and Analysis
- PPC Campaign Planning & Optimization
- Market, keyword & competitor research
- PPC A/B testing
- Product Launch
- Performance Reporting
- Bulk operations

PPC TOOLS

- Scale Insights
- AdLabs
- Atom11
- Helium 10
- Jungle Scout
- Data Dive
- Data Rova
- Sellerboard

SPECIAL TRAININGS

- **Amazon Seller Virtual Assistant (ASVA)**
- **Filipino PPC Masters (FPPCM)**
- **PAPH Masterclass (Project Amazon. PH)**
- **Amazon PPC Academy by Helium 10**
- **Amazon PPC, SEO, Catalog, and Design Course**
- **Amazon Sponsored Ads**

OTHER TOOLS Google Sheets, Microsoft Excel, Looker Studio, Asana, Trello, Monday.com, ClickUp