Professional Experience

eCommerce Growth & Amazon Advertising

10XCommerce

Role Focus: Amazon advertising, ACoS analysis, listing performance, and creative optimization

Key Responsibilities

- **Reviewed Amazon listings where high advertising costs were linked to weak product-page communication.**
- **Evaluated main and secondary product images to ensure shoppers could quickly understand product features, dimensions, use cases, compatibility, and contents.**
- **Analyzed advertising accounts with high ACoS, including an illustrative fitness-accessories account with ACoS above 80%.**
- **Compared listing presentation with competing Amazon offers to identify gaps in product communication.**
- **Reviewed customer questions and review themes to identify purchase concerns that could be addressed through listing improvements.**
- **Coordinated creative improvements to strengthen the connection between paid clicks and purchases.**
- **Monitored conversion rate and advertising performance after listing and creative changes.**
- **Used Amazon design services for sellers to support visual improvements across Amazon product listings.**

Relevant Skills

- **Amazon PPC and ACoS analysis**
- **Product listing evaluation**
- **Amazon creative strategy**
- **Product image planning**
- **Conversion rate analysis**
- **Competitor listing analysis**

- **Customer review analysis**
- **Advertising performance monitoring**
- **eCommerce growth management**

Case Experience

Analyzed an Amazon fitness-accessories account receiving strong impressions and acceptable click volume but recording ACoS above 80%. The review identified weaknesses in the product image sequence rather than relying solely on increased advertising exposure. The improvement process focused on making product usage and benefits easier to understand and monitoring conversion performance after creative changes.