ARGAWANON, CRISTITOTO JR. C.

Amazon PPC Specialist

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ABOUT ME

Amazon PPC Specialist with hands-on experience managing and optimizing advertising across a broad portfolio of ASINs. Experienced in Sponsored Products Exact, Auto, Broad/Phrase, Product Targeting, and Sponsored Brands Video, with practical ownership of bid, placement, search-term, keyword, and campaign-performance optimization. Skilled in diagnosing visibility, traffic, conversion, inventory, competition, and delivery issues using Amazon Ads Console, Scale Insights, Helium 10, and Amazon Brand Analytics while balancing sales growth, ACOS, TACOS, and advertising efficiency.

AMAZON PPC EXPERIENCE

Amazon PPC Specialist

GF Supplies / Sigo Signs | 2026

- Manage and optimize Amazon PPC campaigns across a portfolio of ASINs, including Sponsored Products Exact, Auto, Broad/Phrase, Product Targeting, and Sponsored Brands Video.
- Conduct SKU-level performance reviews using sales trends, impressions, clicks, CTR, CPC, CVR, ACOS, TACOS, placement performance, keyword visibility, and historical results.
- Optimize bids and Top of Search / Rest of Search / Product Page placement strategy based on traffic quality, conversion performance, profitability targets, and data volume.
- Analyze Search Term and Targeting reports to identify keyword harvesting, negative targeting, scaling, bid-reduction, and conversioninvestigation opportunities.
- Diagnose underperforming ASINs by investigating eligibility, inventory, budgets, campaign delivery, search demand, organic and sponsored keyword visibility, competition, listing relevance, and offer conditions.
- Conduct keyword and competitor research using Helium 10 Cerebro and Keyword Tracker, Amazon Brand Analytics, Amazon Ads Console, and Scale Insights.
- Support PPC growth while balancing advertising efficiency, organic contribution, TACOS goals, and product-level sales targets

AMAZON PPC SKILLS

- Sponsored Products: Exact, Auto, Broad/Phrase, Product Targeting
- Sponsored Brands Video
- Keyword Research & Search-Term Analysis
- Keyword Harvesting & Negative Targeting
- Bid, Budget & Placement Optimization
- Keyword Rank Tracking & Analysis
- ACOS, TACOS, CTR, CPC & CVR Analysis
- SKU / ASIN Performance Investigation
- Amazon Ads Console & Seller Central
- Scale Insights • Helium 10 • Excel/Google Sheets

EDUCATION

Cavite State University – Trece Martires | 2022 – 2026
Bachelor of Science in Information Technology

ADDITIONAL TECHNICAL BACKGROUND

Full-Stack Web Development

- School Management System – Deployed & Used by School: Built modules for admissions, enrollment, faculty, sections, grading, multi-role access, and academic-year workflows.
- Clinic Management System – Deployed & Used by School: Built patient records, consultation management, form workflows, validation, and database-driven operations.
- Experience deploying and maintaining production systems using Laravel, PHP, JavaScript, MySQL, Hostinger, Git, and SMTP integration.