

Personal Info

Address

7423 S Urbana Ave
Tulsa, OK, 74136

Email

joseph.t.lazio@gmail.com

Phone

918.728.9809

Skills

Contribution Margin Analysis

Passion for Learning

Communication

Waste Reduction

SOP Creation

Creative Solutions

People Management

Software

PacVue

Amazon Seller Central

Campaign Manager

Helium 10

Sellozo

Shopify

Adobe Photoshop

Adobe Lightroom

Microsoft Office

Google Ads & Analytics

Google Tag Manager

Walmart Seller Center

Quickbooks Enterprise

References

Josh Philippi (818)415-0708

- Marketing Director Kaspian
- CEO of TopRank Consulting

Jana Francis (801)558-1949

- Promotions Director Kaspian
- Founder of Steals.com

Rett Clevenger (435)602-9666

- VP of Marketing & Technology
Kaspian

Joseph Lazio

Amazon Marketing Specialist

Expert paid search and DSP marketer with 5 years of experience in ecommerce. Proven track record of multiplying top line sales while also cutting waste to supply more contribution margin.

Experience

Amazon Marketing Specialist

Kaspian, Inc. - Aug 2022-Present

- Owns the creation and implementation of paid search marketing strategies for 10-20 brands at a time - including 2-5 8-figure brands.
- Secured #1 Best Seller tag in Baby High Chairs with <\$10k in ad spend despite being told by the brand themselves that it would never be possible.
- Without direction from senior leadership, took on the initiative of learning, setting up, launching, and overseeing DSP for all eligible brands across entire portfolio.
- Saw enormous success in DSP - sold 1k units in 2 weeks for one brand by targeting cart abandoners and used a virtual bundle exclusivity workaround for a ~\$600 ASP brand to see \$94k in sales with only \$1.7k in spend.
- Created the KPI-based automation rules which were implemented by leadership across all marketers' portfolios.

Digital Marketing Manager

Logos Trading Post, LLC - 2018-2022

- Raised online sales from <\$1,000/mo to an average of \$70,000/mo while cutting ad spend by ~35%.
- Designed and oversaw PPC advertising campaigns across multiple seller platforms and integrations.
- Sorted and analyzed sales data to identify trends in performance and implemented findings to better optimize marketing strategies and campaigns.

Education

AS in Business Administration

Tulsa Community College

- 3.84 GPA, made Dean's List each semester

Certifications

- Amazon Sponsored Ads
- Helium 10 Freedom Ticket 3.0
- PacVue University
- PacVue DSP