

# CHRISTIAN INGUIITO

AMAZON PPC SPECIALIST



## CONTACTS



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## PROFILE

I am your PPC Specialist that would help you gain more control over your advertising budget and make your conversion rate higher through my result-driven strategies.

## SPECIAL COURSE & TRAININGS

### Amazon Live Pro PPC Training October 2022

ProjectAmazon.PH

- In - depth Amazon PPC training, live coaching by 5 - year Amazon PPC Expert
- Experience PPC Manager's task from keyword research, campaign creation, optimization, bid strategies, account management, product page audit and reporting

### Amazon Sponsored Ads October 2022

Amazon Ads Learning Console

- Covers foundational topics and strategies for running high quality campaigns

### Amazon Seller VA Masterclass July 2022

AmazoNationPH

- An intensive 8-week training that teaches foolproof strategies on Amazon Seller Account Management, including Product Research, Supplier Sourcing, Keyword Research, Product Listing and Optimization. This masterclass is led by a 7-Figure earning Amazon FBA Seller

## CERTIFICATIONS

### Amazon Ads Certification

October 2022

### MAG - SEO Certificate of Completion

September 2022

### Amazon Seller VA Masterclass Completion

September 2022

## EDUCATION

### UNIVERSITY OF RIZAL SYSTEM

Bachelor of Science in Electronics and Communications Engineering  
Class of 2015

## Amazon PPC Skills

### Amazon Advertising

- Spreadsheets
- Campaign Manager Navigation
- Account Audit
- Keyword Research
- Campaign Structuring
- Bidding Strategies
- Campaign Optimization
- Trouble shooting Campaigns
- Campaign Maintenance

## TOOLS and SOFTWARE

- Helium 10 : (XRAY Tool, Cerebro, Keyword Magnet, Frankenstein, Scribbles) I can use this tool to effectively research for keywords to optimize your product listings.
- KEEPA: I can read and interpret graphs and data that this tool gives and I can also use this tool to source for Online Arbitrage related products.
- MS OFFICE & GOOGLE SHEETS
- CANVA: For basic graphic design
- SLACK, SKYPE, ASANA: For communication
- Other AMAZON Related Tools: Jungle Scout, AMZScout, AZInsight