

Craig Arnold

craigarnold58@gmail.com | 914.310.2931 | linkedin.com/in/craig-arnold-44168883

Professional Summary:

A digital marketing specialist with 6+ years of experience in consumer goods for 2 Top 500 Amazon Sellers. Expertise in building and optimizing paid advertising campaign strategies to increase sales on 3rd party eCommerce platforms. Experience driving inbound marketing through SEM, social media, and email marketing. Eager and quick to learn new skills, software, and industries.

EDUCATION

State University of New York (SUNY) College at Oswego Oswego, NY B.S. in Business Administration, *Cum Laude* May 2016

WORK EXPERIENCE

Vermont Teddy Bear Shelburne, VT *Amazon Advertising Specialist* May 2022-Present

- Assisting with managing Amazon PPC campaigns to ensure ACOS, budget, PPC sales and profit goals are met for all company brands
- Assisting with keyword research for Amazon PPC Campaigns
- Building Amazon PPC campaigns via bulk upload spreadsheets

Green Mountain Imports Williston, VT *Digital Marketing Specialist* April 2018 – May 2022

- Managed product listings via Amazon Seller Central for a Top 500 Amazon Seller as well as via Walmart, eBay, Wayfair, and Overstock
- Ran on-platform paid advertising campaigns on Amazon, improving sales by 31%, profits by 28%, and clicks 49% within a one-year period
- Responsible for keyword bidding, competitor research, and meeting specific targets for KPIs like ACoS
- Delivered strategic recommendations for eCommerce retail platform SEO, including product titles, listing descriptions, photos, and metadata
- Built and nurtured relationships with Amazon to resolve issues including the “Buy Box” and FBA fees
- Optimize Facebook & Instagram Brand Pages as well as paid advertising via Facebook Ads

CERTIFICATIONS & TECHNICAL SKILLS

- *HubSpot Certifications:* Inbound Marketing, Social Media, Email Marketing, Content Marketing
- *Google Certifications:* Search Ads, Analytics
- *Microsoft Certifications:* Excel 2016 Expert, Word 2016 Expert, Microsoft Advertising
- *Technical Skills:* Paid Search, Keyword Research, Ad Analysis, SEM, Microsoft Office Suite
- *Netsuite*
- Amazon Ads Certification