



NEIL GARRET SUMAGANG

AMAZON PPC MANAGER

CONTACT

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KEY SKILLS

- Data Analysis & Optimization
- Strategic Planning & Execution
- Client Communication
- Team Leadership & Mentoring
- Industry Knowledge

TOOLS USED

- Helium 10 / Jungle Scout
- Data Dive
- Perpetua
- Notion / Trello / Clickup
- Excel / Google Sheets
- SQL & Big Query
- Looker Studio

EDUCATION

UNIVERSITY OF THE PHILIPPINES

- BS Chemical Engineering
- Year of Graduation: 2020

LANGUAGES

- English (Fluent)
- Filipino (Native)

PROFILE

With 3 years of experience driving sales growth and profitability for brands selling on Amazon through data-driven advertising strategies, I excel at managing large datasets and possess deep expertise in key Amazon metrics such as TACOS, ACOS, and RoAS. My up-to-date knowledge of advertising technology and industry trends, combined with proven leadership skills in managing teams, enables me to thrive in fast-paced environments.

WORK EXPERIENCE

Seller Interactive

AUG 2021 - OCT 2022

Amazon PPC Manager and Team Lead

- Led a team of Amazon PPC specialists to manage multiple Amazon brands/accounts.
- Ran PPC campaigns while optimizing ad-spend efficiency and ROI.
- Resolved various challenges, including low sales and high ACOS/TACOS.
- Audited new accounts, developed competitive PPC proposals, and pitched them to business clients.
- Monitored key performance metrics.
- Communicated project plans, results, and timelines.

Achievements:

- Managed a monthly total ad spend of around \$600,000.
- Delivered around \$5M in total sales revenue within 8 months.
- Increased the PPC sales by up to 33.2% MoM.
- Maintained a healthy TACOS ratio of less than 15%.
- Developed and implemented a strategic system for creating campaigns and optimizing bids.

First Option Products

SEP 2021 - DEC 2022

Amazon PPC Manager

- Increased monthly total revenue by up to 270% in 6 months for the UK account and by 400% for the US account.
- Achieved 1,000% PPC sales growth for the US marketplace using Brandon Young's Seller Systems Strategy.
- Crossed the \$100,000 monthly PPC Revenue mark in Q4 2022.
- Maintained TACOS regularly at 12-14%, lowest achieved was below 10% during Q4.

Muscle Nutrition

SEP 2021 - PRESENT

Amazon PPC Manager

- Achieved almost triple PPC sales growth in the US within 4 months in a highly competitive niche.
- Health & Wellness products earned Amazon's choice badge in UAE, resulting in a 700% PPC sales boom, with TACOS maintained below 15%.
- Grew revenue from zero to \$10,000 monthly within a few months of entering the UK marketplace.