

# Aida Carabot Tosar

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*I am a multilingual professional with a strong background in e-commerce, sales, and marketing from my tenure at Amazon. Passionate about programming, I transitioned into tech and completed a Full-Stack Development Bootcamp. Currently, I work as a Senior Account Manager at an E-Commerce company. I excel in Advanced Excel Analytics, Financial Modeling, and thrive in international environments, with fluency in Spanish, English, and French.*

## PROFESSIONAL EXPERIENCE

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### ECOMCY

**Dominican Republic (Remote)**

Senior Brand Manager - US Marketplace

February 2024 – Present

- Built client relationships, increasing Amazon sales by 30%, optimizing ad campaigns by 25%, and improving inventory efficiency by 20%.
- Conducted in-depth market and competitor analysis within the Amazon US Marketplace, helping clients surpass competitors with a 35% increase in strategic performance.
- Created and implemented effective deal strategies, boosting client sales by 40% and enhancing market presence.
- Led and organized cross-functional teams, achieving a 15% improvement in team efficiency and consistently delivering high-quality work to meet client objectives.
- Created a program that improved client CRM systems, enhancing customer relationship management and operational efficiency.

### AMAZON

**Madrid, Spain**

Brand Specialist - EU Marketplace

September 2022 – November 2023

- Managed retail accounts for top-vendor brands at the EU level, achieving a 30% increase in traffic, 20% in availability, 25% in conversion rates, and 15% in profitability.
- Drove initiatives that enhanced KPIs, resulting in a 35% boost in overall brand performance.
- Coordinated Tier 1 Deal Events (Prime Day, Black Friday), leading negotiations that increased deal value by 40%.
- Conducted market research, identifying trends and opportunities that led to a 50% increase in targeted marketing campaign effectiveness.
- Established key internal partnerships, contributing to brand-specific priorities and coordinated a European project to revamp category landing pages for improved customer experience.

## EDUCATION

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### UNIVERSIDAD CARLOS III DE MADRID

**Madrid, Spain**

Bachelor in Business Administration

July 2022

### thePOWER MBA - ROCK THE {CODE}

**Online**

Master in Full-Stack Web Development

December 2024

## ADDITIONAL SKILLS

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- Led social media marketing campaigns on Instagram and TikTok.
- Skilled in Final Cut Pro for video editing and passionate about personal content creation.