

Cover Note

Subject

RE: Amazon Specialist Application - Amazon SEO, PPC, Inventory Management & Account Health Management

Dear HR,

Overview

Offering comprehensive Amazon expertise with an 80% focus on brand management—integrating brand strategy with operational excellence to drive significant business impact.

Platform & Technical Mastery

- **Brand Integration:** Leverages innovative strategies to embed Amazon brand management into all operational processes.
 - **Certifications:** Amazon Advertising Professional; MAG School Certifications.
 - **Tool Development:** Custom AI-powered solutions focused on extracting actionable brand insights.
 - **API Integration:** Advanced integration capabilities for both operational and brand data across platforms.
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Proven Business Impact

- **SellSmart Platform:** Launched a robust marketplace platform featuring dedicated brand management modules.
 - **Revenue & Brand Equity:** Oversaw accounts generating over \$1M monthly while enhancing brand value.
 - **Systems Automation:** Developed scalable, automated systems for optimizing both performance and brand presence.
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Quantifiable Results

- **ACoS Reduction:** Achieved 25% improvement.
- **Cost Efficiency:** Reduced operational costs by 35%.
- **Forecast Accuracy:** Reached 95% inventory forecast accuracy.

- **Team Efficiency:** Improved by 40%.
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Technical Implementations

- **Backend & APIs:** Amazon API integration using AWS Lambda; Python/Node.js services with 99.9% uptime.
 - **Frontend:** React-based dashboards handling 1M+ daily requests.
 - **Reporting:** Automated systems on Google Cloud.
 - **Architecture:** Scalable microservices and real-time data processing.
 - **Machine Learning:** Custom ML models for price optimization and PPC management.
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Development Methodology

- **Agile Practices:** 2-week sprints.
 - **CI/CD:** Implemented via GitHub Actions.
 - **TDD:** Test-driven development with 90% coverage.
 - **Security:** Regular audits and updates.
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Best regards,

John Wesley Quintero
Portfolio | LinkedIn