



John Wesley Quintero

Data-Driven Amazon & E-commerce Specialist

✉ wesley.ecomva@gmail.com

LinkedIn
Profile

(<https://www.linkedin.com/in/johnwesleyquintero>)

🔗 GitHub
Profile

(<https://github.com/johnwesleyquintero>)



Portfolio

(<https://wescode.vercel.app/>)

📍 Tagum City, Philippines

Professional Summary

A highly effective Amazon Growth Specialist with over 5 years of hands-on experience, I drive significant e-commerce profitability through deep expertise in Amazon SEO, PPC, and holistic account management. I've consistently optimized listings, managed high-performing ad campaigns, and streamlined operations. My unique edge comes from actively developing custom automation tools using SP-API and Node.js, allowing me to bridge strategic needs with technical solutions that deliver measurable results.

Professional Experience

Amazon Specialist 2

My Amazon Guy

October 2024 - March 2025 (6 months)

- Spearheaded data-driven Amazon SEO (Search Engine Optimization) and PPC (Pay-Per-Click) strategies for diverse clients, resulting in an average client sales increase of 35%.
- Designed and implemented data visualization dashboards for client reporting, enhancing transparency and strategic decision-making in Amazon marketplace performance.
- Optimized Amazon product listings, managed Amazon Ads campaigns, and conducted keyword research to significantly improve organic rank and ACoS (Advertising Cost of Sale) for client portfolios.
- Developed "My Amazon Analytics," a powerful analytics dashboard for monitoring and optimizing Amazon advertising performance. [View Project](https://amazonsync.netlify.app/) (<https://amazonsync.netlify.app/>)

Item Specialist

Bulk Buy America

March 2024 - September 2024 (7 months)

- Managed and maintained extensive Amazon product catalogs, ensuring precise data accuracy and optimizing product listings for enhanced discoverability and sales.
- Developed custom Excel-based price checking tools and utilized advanced VLOOKUP functions to streamline inventory management and procurement processes, improving efficiency by 25%.
- Collaborated cross-functionally with supply chain and sales teams to resolve product-related issues, enhancing overall Amazon marketplace performance and customer satisfaction.

Marketplace Support

Adorama

May 2023 - September 2023 (5 months)

- Provided comprehensive technical support and issue resolution for B2B clients concerning Amazon marketplace integrations, product listings, and Seller Central operations.
- Effectively managed and updated product information across various online marketplaces, ensuring data accuracy and consistency for optimal product visibility.
- Streamlined communication between clients and internal teams, facilitating swift resolution of Amazon order, listing, and account health discrepancies.
- Developed and implemented a comprehensive Standard Operating Procedure (SOP) for the Amazon Reimbursement Process, improving efficiency and accuracy. [View SOP](#)

(<https://docs.google.com/spreadsheets/d/1e9Z5XJ1P0x8PR8T5pSqWJ1zCs6W4nBUO/edit?usp=sharing&ouid=116050988128963817360&rtpof=true&sd=true>)

- Created a Google Sheet SOP for Amazon Jira Issues, enhancing issue tracking and resolution efficiency. [View SOP](#)

(<https://docs.google.com/spreadsheets/d/1vNUC94hgtNINdk3u57DufQUQVAmOsiEr/edit?usp=sharing&ouid=116050988128963817360&rtpof=true&sd=true>)

Amazon Account Manager

Champion E-com LLC

October 2022 - September 2023 (1 year)

- Managed and optimized Amazon account health, performance metrics, and compliance for multiple B2B clients, proactively addressing issues and driving sustainable growth.
- Implemented strategic Amazon SEO and PPC campaigns, including keyword optimization and bid management, leading to a 20% increase in sales and enhanced product visibility within six months.
- Analyzed competitor strategies, market trends, and Amazon data to identify new opportunities for client expansion, product launches, and profitability.
- Developed and implemented a comprehensive Standard Operating Procedure (SOP) for Amazon FBA Department Operations, enhancing workflow efficiency and team productivity. [View SOP](#)

(<https://docs.google.com/document/d/1bRH9HDYbzK4NaVwLjTbAY-a6RlxMaTw3/edit?usp=sharing&ouid=116050988128963817360&rtpof=true&sd=true>)

Amazon Wholesale Buyer

Sales.support

October 2018 - July 2022 (3 years 10 months)

- Successfully identified and sourced profitable wholesale product opportunities for Amazon FBA (Fulfillment by Amazon) and FBM (Fulfillment by Merchant) models, directly contributing to a 25% increase in overall revenue.

- Expertly negotiated favorable pricing and terms with suppliers and distributors, consistently maximizing profit margins and maintaining a competitive edge in the Amazon marketplace.
- Conducted in-depth market research, competitor analysis, and product trend forecasting to inform purchasing decisions and capitalize on emerging opportunities within the e-commerce landscape.
- Developed a comprehensive Standard Operating Procedure (SOP) for Amazon Wholesale Buyers, streamlining the sourcing and negotiation process. [View SOP](https://docs.google.com/document/d/143PWwLDuCBMsXHWcmdAS83sQZthw0pUG/edit?usp=sharing&oid=116050988128963817360&rtpof=true&sd=true) (https://docs.google.com/document/d/143PWwLDuCBMsXHWcmdAS83sQZthw0pUG/edit?usp=sharing&oid=116050988128963817360&rtpof=true&sd=true)

Skills & Expertise

Amazon & E-commerce

- Marketplace Management & SEO
- PPC & Advertising (Amazon Ads)
- FBA Inventory & Logistics
- Competitor & Market Analysis

Automation & Development

- SP-API Development & Integration
- Custom E-commerce Tooling (Node.js)
- AI/ML Implementation Concepts
- Workflow Automation

Data & Analytics

- Data Visualization (Tableau, Power BI)
- Seller Central Reporting
- Business Intelligence & Insights
- Advanced Excel (VLOOKUP, Pivots)

Technical Stack

- Node.js, React, Next.js
- MongoDB, PostgreSQL, SQL
- AWS (Lambda, S3, API Gateway)
- Git, Docker, CI/CD

Projects & Portfolio

Live Demo

Explore a live demonstration of my work:

 [View Live Demo](https://wescode.vercel.app/) (https://wescode.vercel.app/)

resume

☆ 1

This repository hosts my professional resume and portfolio materials, designed to store my details as an

 HTML

(https://github.com/johnwesleyquintero/resume)

wesai-personal-assistant

☆ 1

Your AI-powered personal assistant and creative partner.

 TypeScript

(https://github.com/johnwesleyquintero/wesai-personal-assistant)

wesai

☆ 1

johnwesleyquintero

☆ 1

WesAI Code Assistant is a client-side web application that leverages the Google Gemini API to provide

● TypeScript

(<https://github.com/johnwesleyquintero/wesai>)

👋 Hi there! I'm Wesley. I specialize in navigating the complexities of Amazon and the broader e-commerce (<https://github.com/johnwesleyquintero/johnwesleyquintero>)

myflix

☆ 1

MyFlix is a full-stack web application that allows users to browse, search, and watch movies and TV shows. It

● JavaScript

(<https://github.com/johnwesleyquintero/myflix>)

docs

☆ 1

A comprehensive guide to our design tokens, components, and principles for creating consistent

● TypeScript

(<https://github.com/johnwesleyquintero/docs>)

amz-sync

☆ 1

📄 I originally developed this tool during my time at My Amazon Guy to handle reporting, project

● TypeScript

(<https://github.com/johnwesleyquintero/amz-sync>)

wescode

☆ 1

A starting point for building modern, full-stack web applications with Next.js and the power of serverless.

● JavaScript

(<https://github.com/johnwesleyquintero/wescode>)

ParsERR

☆ 1

A robust error log parsing and analysis tool that helps developers quickly understand and fix errors in their

● TypeScript

(<https://github.com/johnwesleyquintero/ParsERR>)

DevFlowDB

☆ 1

The Developer-Centric Database Solution.

● TypeScript

(<https://github.com/johnwesleyquintero/DevFlowDB>)

Tools & Platforms

☁ Cloud & DevOps

- AWS (Lambda, S3, API Gateway)
- Docker
- Git & GitHub
- Netlify
- Vercel

🗂 Project Management & CRM

- Jira Software

🗄 Databases & Data

- MongoDB
- PostgreSQL
- Supabase
- SQL
- Tableau, Power BI, LookerStudio
- Advanced Excel
- Power Query

⌂ Development Tools

- VS Code

- Notion
- Asana
- ClickUp
- Hubspot
- Salesforce (basic)
- Postman
- Insomnia
- Chrome DevTools

E-commerce & Marketing

- Amazon Seller Central
- Amazon Ads Console
- Helium 10
- Jungle Scout
- Smartscout
- Analyzer Tools
- SellerAmp SAS
- Repricer Tools
- Keepa
- Sellerise
- Price Checker 2
- Google Analytics

Automation & Scripting

- Custom Node.js Scripts
- Python (basic scripting)
- Zapier
- Make.com (Integromat), WesAI
- Selenium (web automation)
- Airtable
- Gsuite
- MS 365
- AS400
- Canva
- ChatGPT
- Slack
- Apollo

Education & Certifications

Education

University of Southeastern Philippines

Bachelor's degree, Elementary Education (2015 - 2019)

Iowa State University

Coursework, Educational Technology (May 2018)

Magugpo Institute of Technology

Coursework, Information Technology (2014)

Certifications

- Amazon Advertising (Amazon, 2023)
 - Data Modeling (Pragmatic Works, 2024)
 - SEO, PPC, Catalog Management (MAG School, 2024)
 - Licensed Professional Teacher (PRC, 2021)
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