



# John Wesley Quintero

Hands-On Amazon & E-commerce Specialist

✉ wesley.ecomva@gmail.com

📁 OnlineJobs.ph

📖 Blog & Playbooks

🌐 LinkedIn

🌐 Portfolio

📍 Tagum City, Philippines

## 👤 Professional Summary

*"I am committed to identifying operational challenges and developing sustainable processes that help brands scale efficiently on Amazon and other marketplaces."*

I am a Hands-On Amazon & E-commerce Specialist with 6+ years driving growth across Amazon and global marketplaces. I turn data, workflows, and operational insight into repeatable wins—boosting profitability, streamlining processes, and keeping brands ahead of the curve.

## 🛡️ Operating Principles

### Focus on Systems

I build systems and run the ones already in place, improving efficiency and making work simpler for the whole team.

### Data Integrity

I build tools and dashboards—and improve existing ones—to deliver clear, reliable insights that drive smarter business decisions.

### Team Empowerment

I empower teams by clarifying workflows and reducing friction with clear, actionable processes.

## Professional Experience

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### eCommerce Account Manager

JULY 2025 - PRESENT

#### VAXPH - Seculife | Speedtalk

- Supporting consistent sales growth and brand visibility across Amazon, eBay, and Walmart.
- Managing product listing lifecycles while maintaining account health standards.
- Developing operational View to help streamline team onboarding and daily tasks.
- Monitoring account health daily to ensure compliance and minimize issues.
- Created pre-interview strategic case studies for SpeedTalk and SecuLife, which were instrumental in securing my current role at VAXPH. [View SpeedTalk Case Study](#) >
- Strategic Analysis: SecuLife Growth Plan [View SecuLife Case Study](#) >
- Developed Operation Docs: A GitHub documentation repository created to serve as a reliable reference for product listings and operational View. [View Documentation](#) >
- Built WesBI Cockpit as my daily "mission control" for inventory forecasting, helping to ensure consistent stock levels and improve capital management. [View WesBI](#) >
- Created Buy Box Master, an essential daily tool used to monitor pricing gaps and help maintain competitive positioning on Amazon. [View Buy Box Master](#) >

### Amazon Specialist

OCTOBER 2024 - MARCH 2025

#### My Amazon Guy

- Implemented data-driven Amazon SEO and PPC strategies to help drive growth in client sales.
- Developed reporting frameworks to improve client retention and strategic clarity.
- Created custom analytics solutions for monitoring advertising performance and optimizing ACoS.

### Item Specialist

MARCH 2024 - SEPTEMBER 2024

#### Bulk Buy America

- Optimized Amazon catalogs for discoverability and data accuracy.
- Built custom Excel tools with VLOOKUP to improve procurement efficiency and data reliability.

## Marketplace Support

MAY 2023 - SEPTEMBER 2023

### Adorama

- Provided technical support for B2B clients, resolving Seller Central integration issues within standard SLAs.
- Developed the Amazon Catalog Management/Listing Management SOP, helping to recover lost revenue and establishing a repeatable audit process for catalog integrity. [View SOP >](#)
- Created a Google Sheet SOP for Amazon Jira Issues to improve issue tracking. [View SOP >](#)

## Amazon Account Manager

OCTOBER 2022 - SEPTEMBER 2023

### Champion E-com LLC

- Managed account health, performance metrics, and compliance for multiple B2B clients.
- Implemented SEO and PPC campaigns, contributing to a steady increase in sales.
- Developed a comprehensive SOP for FBA Department Operations to help prevent inventory discrepancies and ensure operational continuity. [View SOP >](#)

## Amazon Wholesale Buyer

OCTOBER 2018 - JULY 2022

### Sales.support

- Sourced profitable wholesale products for Amazon FBA/FBM, contributing to revenue growth.
- Developed an SOP for Amazon Wholesale Buyers to help streamline the sourcing and negotiation process. [View SOP >](#)

## ⚡ Core Expertise: Hands-On Amazon Operations & Process Design

I excel at solving complex marketplace challenges by combining deep platform knowledge with advanced data management and automated workflows. [Flat File Playbook.](#)

### 📄 Hands-On Amazon Management

- > **Expert** in flat file manipulation for bulk catalog updates, variations, and listing troubleshooting.
- > **Proactive** account health monitoring and case log management for rapid issue resolution.
- > **Specialized** in Amazon FBA logistics, inventory forecasting, and shipment reconciliation.

### 💻 E-commerce Data Specialist

- > **Developed** custom BI tools like **WesBI** and **Buy Box Master** to automate pricing and inventory tasks.
- > **Advanced** Excel & Google Sheets integration for complex data validation and procurement workflows.

> **Strategic** PPC optimization and SEO auditing to maximize organic and paid reach.

## Technical Skillset

### AMAZON & E-COMMERCE

Advanced Flat File Management

Amazon SEO & PPC Optimization

FBA Operations & Inventory Logistics

Multi-Channel Scaling (eBay, Walmart)

### DATA & TECH STACK

E-commerce BI & Custom Tooling

Data Analysis (Excel, Power BI, Tableau)

Workflow Automation (Google Apps Script)

Full-Stack Concepts (React, Node.js)

### OPERATIONAL EXCELLENCE

SOP Development & Documentation

Account Health Compliance

Brand Registry & Protection

Supply Chain Management

## Education & Credentials

### EDUCATION

#### Bachelor in Elementary Education

University of Southeastern Philippines 

2015 - 2019

Major in General Education, Licensed Professional Teacher (LPT)

### CERTIFICATIONS

 Professional Teacher's License (LPT)


 Amazon SEO & PPC Certification

 Data Modeling for Power BI

[View All LinkedIn Certifications](#) 

### LANGUAGES

 **English**  
Professional

 **Tagalog**  
Native

 **Cebuano**  
Native

## Daily Focus: Support & Maintenance

I manage Amazon accounts daily, balancing urgent problem-solving with long-term optimization:

1 Morning Review: Monitor health and feedback to prevent escalation.

3 Case Management: Resolve support cases efficiently to maintain account continuity.

5 Data Analysis & Reporting: Audit performance and reconcile FBA trackers for accuracy.

7 Continuous Learning: Update playbooks and incorporate best practices to drive growth.  
[View](#)

2 Catalog & Listing Optimization: Solve suppressions, improve visibility, and boost sales potential.

4 PPC & Advertising: Track campaigns to maximize ROI

6 Knowledge Base & Tools: Keep operational systems and documentation up-to-date. [Docs](#)