



# John Wesley Quintero

Data-Driven Amazon & E-commerce Specialist

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LinkedIn Profile <https://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.

### 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.

## 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.

## 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.

## Skills & Expertise



### Amazon & E-commerce

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



### Data & Analytics

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

- Competitor & Market Analysis
- Advanced Excel (VLOOKUP, Pivots)

## </> Automation & Development

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

## [-] Technical Stack

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

## Projects & Portfolio

### wesai-personal-assistant

☆ 1

Your AI-powered personal assistant and creative partner.

● TypeScript

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

### wesai

☆ 1

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

● TypeScript

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

### johnwesleyquintero

☆ 1

👋 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>)

### resume

☆ 1

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

● HTML

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

### 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

### DevFlowDB

☆ 1

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

● TypeScript  
(<https://github.com/johnwesleyquintero/ParseERR>)

The Developer-Centric Database Solution.

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

## Tools & Platforms

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### Cloud & DevOps

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

### Project Management & CRM

- Jira Software
- Notion
- Asana
- ClickUp
- Hubspot
- Salesforce (basic)

### 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

### Databases & Data

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

### Development Tools

- VS Code
- Postman
- Insomnia
- Chrome DevTools

### 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

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### 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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Email

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