



ERIKA JOY GANGAN

Amazon Advertising Specialist

I help Amazon Sellers boost their sales and outperform competitors to dominate the product market and increase market share through effective Amazon advertising.

PROFESSIONAL SKILLS

Amazon Advertising Management

Market, Keyword & Competitor Research

Advertising Campaign Creation & Optimization

PPC Advertising Performance Reports

Bulk Operations

PERSONAL SKILLS

Team Player

Strategic

Analytical

Organized

Detail Oriented

Reliable

Work Ethic

Data - driven

Critical Thinker

CONTACT INFORMATION

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[Erika Joy Gangan](#)

Work Experiences

UPSELLON

Amazon Advertising Manager (October 2023–April 2025)

- As an Amazon PPC Manager, my primary focus is on maximizing visibility, performance, and profits. Monitor key performance metrics and deliver actionable insights through detailed performance analysis. Strategic budget allocation to drive cost-efficiency and campaign effectiveness. Organizing and maintaining structured campaign portfolios for streamlined tracking and reporting. Conducting thorough market and competitor research to uncover opportunities and enhance targeting strategies. Continuously execute campaign optimization through bid management, keyword refinement, and A/B testing of ad creatives. Collaborate with the cross-functional team to align advertising strategies with overarching business objectives.

NOMADZ

Amazon Advertising Assistant (April 2023–September 2023)

- As a dedicated assistant to Amazon PPC Managers, I play a key role in driving data-informed strategies by generating comprehensive weekly and monthly performance reports across all organizational accounts. My responsibilities include conducting in-depth monthly account audits and detailed analyses leveraging Brand Analytics Search Query Performance tools. I streamline campaign structures through strategic portfolio organization, renaming, and restructuring to enhance campaign efficiency. Additionally, I spearhead keyword research using Data Dive, supporting both discovery and optimization initiatives to maximize campaign performance and visibility.

My Amazon Guy

Amazon Advertising Specialist II (December 2022–April 2023)

- Following the successful completion of my internship, I was entrusted with managing over 10 client accounts. My role encompassed end-to-end campaign management, including in-depth keyword and competitor research, market analysis, strategic keyword segmentation, campaign creation, and budget planning. I consistently optimized campaigns to drive performance and delivered actionable insights through comprehensive performance analysis, contributing to measurable business growth for each account.

SPECIAL TRAININGS

Amazon Seller Virtual Assistant (ASVA)

Filipino PPC Masters (FPPCM)

PAPH Masterclass (Project Amazon. PH)

Amazon PPC Academy by Helium 10

Amazon PPC, SEO, Catalog, and Design Course by My Amazon Guy

Amazon Sponsored Ads

PPC & PROJECT MANAGEMENT TOOLS

Helium 10

Jungle Scout

Data Dive

Data Rova

Seller Board

Scale Insights

Google Sheets

Microsoft Excel

Looker Studio

Asana

Trello

Monday.com

Click-Up

Calendly

Slack

Loom

Zoom

Google Meet