

# Amy King

## Amazon Account Manager

Account manager with five years of experience optimizing vendor performance on Amazon's Seller Central. Specializing in catalog management, A+ content, and advertising. Increased average seller revenue by 45% through strategic marketplace programs.

### KEY SKILLS

- Amazon Seller Central
- A+ content development
- PPC optimization
- ASIN compliance
- Category analysis

### EDUCATION

Bachelor of Science in Business Analytics | Northeastern University, Boston, MA  
May 2015

### PROFESSIONAL EXPERIENCE

#### Amazon Account Manager

E-Retail Solutions, Boston, MA | July 2018 – Present

- Manage 40+ third-party seller accounts totaling \$15 M in annual GMV
- Implement A+ content and advertising strategies, boosting conversion rates by 35%
- Coordinate with Amazon support to resolve 98% of ASIN issues within 24 hours

#### eCommerce Coordinator

E-Retail Solutions, Boston, MA | January 2016 – June 2018

- Maintained product catalogs of 5,000 SKUs, ensuring 100% compliance with Amazon policies
- Ran PPC campaigns that reduced ACOS by 20% while increasing sales volume
- Analyzed performance reports to identify growth opportunities in emerging categories

### CERTIFICATIONS

- Amazon Advertising Sponsored Ads Accreditation, Amazon, May 2019