



CHERILOU FELLIZAR

Amazon PPC Specialist

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[Cheritrack-ppc Portfolio](#)



[Linkedin Profile](#)

Profile Summary

Dynamic and results-driven e-commerce professional specializing in Amazon PPC campaigns, with a proven track record of executing successful strategies across the UK, US, and DE marketplaces. I've managed seven-figure seller account with monthly budgets in the five to six digits, optimizing campaigns in categories such as Garden, Home & Kitchen, and Health & Personal Care. Skilled in strategic planning, creative problem-solving, and navigating Amazon's evolving rules, I consistently deliver strong results. Proactive, organized, and team-oriented, I am seeking a challenging role where I can contribute my expertise to achieve business objectives.

Work Experience

Amazon PPC Manager

Multiple Brands in Jewelry, Clothing, Medical Garments, Bath & Shower Categories (US, UK)

- 8 months -

- Managed and optimized Amazon PPC campaigns across multiple brands, driving sales growth while reducing advertising costs.
- Conducted in-depth keyword research, bid adjustments, and negative keyword management to improve efficiency.
- Collaborated with cross-functional teams to ensure PPC strategies aligned with broader marketing and business goals.
- Executed A/B testing on ad creatives and product detail pages to improve click-through and conversion rates.
- Analyzed campaign performance data to identify trends, growth opportunities, and areas for optimization.
- Generated weekly (WoW) and monthly (MoM) performance reports to track progress and guide decision-making.

Amazon PPC Manager Assistant

First Point Distribution / Dynergy

- 5 months -

- Supported the management of PPC campaigns across 1000+ ASINs and 3000+ running campaigns, contributing to sales growth and improved campaign efficiency.
- Gathered data on KPIs including spend, sales, conversion rate, etc to assess both paid and organic search performance.
- Assisted in creating detailed performance reports to support strategic decision-making for ad campaigns and organic optimization.

Performance Highlights

- Conducted In-Depth Keyword Research: Utilized Helium 10 tools (Cerebro and Magnet) to identify high-converting, relevant keywords, effectively positioning products in front of customers with strong purchase intent.
- Optimized Advertising Spend and Improved Performance: Leveraged Excel Pivot Tables and Google Sheets to identify and negate irrelevant and duplicate keywords, optimizing ad spend.
- Achieved a 9–10% weekly sales increase while reducing ACOS and TACOS by strategically allocating budget to high-performing keywords and eliminating wasted ad spend.
- Assisted in Inventory Liquidation for Seasonal Products: Contributed to the strategic segregation of over 1,000 Christmas and winter product ASINs, helping prioritize products for advertising. This effort resulted in a 44% increase in sales and met target metrics, with TACOS at 4% and ACOS at 15% by the second week of December.

Amazon PPC Specialist / Virtual Assistant

Multiple Brands in Garden & Outdoors (UK) & Beauty (UK, US, DE)

- 7 months -

- Assisted in creating, optimizing, and managing PPC campaigns across UK, US, and DE marketplaces, driving sales growth and improving campaign efficiency.
- Conducted keyword and competitor research, built and optimized targeting campaigns, and applied negative keywords to reduce wasted ad spend.
- Monitored KPIs to make data-driven adjustments, while supporting listing optimization and handling accurate invoice generation in Seller Central.

Maintenance Technician

Analog Devices Philippines - Semiconductor Industry

- 11 years -

- Performed troubleshooting and preventive maintenance on complex semiconductor equipment to ensure efficiency - similar to diagnosing and optimizing PPC campaigns for consistent performance.
- Collaborated with cross-functional teams to align on production goals and efficiency targets, reflecting the same teamwork needed to align PPC strategies with marketing and sales objectives.
- Applied analytical, root-cause problem-solving to resolve technical issues and prevent recurring failures, a proactive approach now used to anticipate and minimize wasted ad spend in PPC.

Education / Certification

FILIPINO PPC MASTERS

- Studied Amazon Advertising from Intermediate to Advance (Campaign Creation, Optimization, Troubleshooting & Strategies, etc.)
- Active community member 2022-Present

AMAZON ADVERTISING: SPONSORED ADS CERTIFICATION

AMAZON SELLER VA MASTERCLASS

- Studied Amazon Seller VA skills A-Z

Key Skills

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|--|------------------------------------|
| ✓ Amazon PPC Campaign Management | ✓ Data Analysis & Reporting |
| • Campaign Audit | ✓ Amazon Seller Central Management |
| • Campaign Creation (Auto, Manual, SP, SB, SD) | ✓ Market & Competitor Analysis |
| • Campaign Troubleshooting and Analysis | ✓ Keyword Research |
| • Campaign Optimization | ✓ Competitor Research |
| • Budget and Bid Management | |
| • A/B Testing | |

Personal Skills

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|------------------------|----------------------------------|--------------------------|
| ✓ Time Management | ✓ Analytical & Critical Thinking | ✓ Communication |
| ✓ Organizational | ✓ Problem-Solving | ✓ Teamwork/Collaboration |
| ✓ Willingness to learn | ✓ Decision Making | ✓ Adaptability |

Tools and Software Used

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|----------------------------------|------------|---------------------------------------|
| ● Helium 10 | ● Asana | ● MS Office (Excel, Word, Powerpoint) |
| ● Keepa | ● Slack | ● Google (Spreadsheet, Docs, Email) |
| ● Adtomic by Helium (Automation) | ● Zoom | ● Google Looker Studio |
| ● Quartile (Automation) | ● Skype | ● Canva |
| | ● WhatsApp | |