



RYAN TOLENTINO

Amazon PPC & SEO Manager

"Supporting Amazon sellers by handling the tasks they find challenging, freeing up their time to focus on growing their business and doing what they enjoy."

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Block 6, Lot 7, Francis & Eve Compound, Lagundi Plaridel Bulacan Philippines

EDUCATION

BACHELOR OF SCIENCE IN INDUSTRIAL ENGINEERING

Bulacan State University
1999-2004

EXPERTISE

Amazon PPC

SEO

Digital Marketing

Critical & Analytical Thinking

Keyword Research and Analysis

Customer Support

LANGUAGE

English

Experience

AGM Agency

May 2024 - June 2026

- Drives visibility, traffic, and sales on Amazon through PPC campaigns.
- Oversees all aspects of campaign management from strategy to execution.
- Analyzes campaign performance data to optimize results.
- Focuses on achieving business objectives and driving growth through PPC advertising.

RadoTech

October 2023 - January 2024

Amazon SEO and PPC Specialist

- Optimize Amazon product listings to improve visibility, ranking, and sales through SEO strategies.
- Manage and optimize PPC campaigns, such as Sponsored Products and Sponsored Brands ads, to drive targeted traffic and maximize ROI.
- Conduct keyword research and analysis to inform both SEO and PPC efforts for optimal performance.
- Collaborate with cross-functional teams to align SEO and PPC strategies with overall business goals and objectives.

Freelance

February 2023 - October 2023

Amazon SEO Specialist

- Conducts keyword research and listing optimization to boost product visibility.
- Monitors performance metrics to refine strategies for improved rankings and conversion rates.
- Stays updated on Amazon's algorithm changes and industry trends.
- Focuses on maximizing SEO impact for increased sales and visibility.

Lucky Ride

July 2022 - February 2023

Amazon Keyword Researcher

- I optimize Amazon product listings to boost visibility, ranking, and sales.
- My focus is on implementing SEO strategies aligned with Amazon's algorithmic requirements.
- I collaborate with cross-functional teams to drive effective SEO initiatives.
- I conduct keyword research and analyze performance metrics for continuous optimization.
- Goal: Maximize product visibility and organic traffic on the Amazon platform.

Ecanvass

December 2021 - July 2022

Amazon Product Researcher

- Conduct thorough research to identify profitable products for listing on the Amazon platform.
- Analyze market trends, competitor products, and customer demand to inform product selection.
- Utilize data analysis tools and market research techniques to assess product viability and potential profitability.
- Provide recommendations and insights to support decision-making regarding product sourcing, pricing, and inventory management strategies.

Additional Experience

TOOLS

Helium 10

Jungle Scout

Amazon Seller Central

Azinsight

ChatGPT Plus

- **Virtual Assistant** iNeons, 2019 - 2021: Provided comprehensive virtual support to iNeons, managing administrative tasks, coordinating schedules, and assisting with project management to ensure seamless operations and client satisfaction.
- **Appointment Setter**, SaleStaff Inc., June 2016 - March 2017: Played a pivotal role in SaleStaff Inc. by scheduling appointments, conducting outreach to potential clients, and effectively communicating product offerings to generate leads and drive sales growth.
- **Telemarketer/Customer Service**, Trafilea, June 2017 - May 2018: Excelled in a dual role at Trafilea, engaging in telemarketing efforts to promote products and services while delivering exceptional customer service to address inquiries, resolve issues, and ensure a positive customer experience.
- **Senior Customer Service Specialist**, Convergys Philippines, December 2011 - September 2015: Demonstrated leadership and expertise as a Senior Customer Service Specialist at Convergys Philippines, overseeing a team of customer service representatives, implementing training programs, and resolving escalated customer issues to maintain high service standards.
- **Statistical Process Control Analyst**, Fortune Packaging Corporation, August 2006 - August 2011: Utilized statistical analysis techniques to monitor and improve manufacturing processes at Fortune Packaging Corporation, ensuring product quality, efficiency, and compliance with industry standards through data-driven insights and continuous improvement initiatives.