



# Gio Tabudlong

## Senior Amazon PPC Specialist

Amazon • Walmart • Meta • Google

### CAREER HISTORY

#### Senior Amazon PPC Specialist and Media Buyer

##### Freelance | May 2024 - Present

- Amazon PPC Management (SP, SB+V, SD, STV OTT)
- AMC and Data Analytics
- Walmart and Google - Media Mix
- Meta Media Buying - Demand Generation
- Brand's Media Mix Strategy development & Implementation

#### Lead Amazon PPC Specialist

##### Envision Horizons | Feb 2022 - April 2024

- Designing advertising SOPs
- Developing strategies for ad implementation
- Write Programming Scripts for Ad Automation

#### Amazon PPC Specialist | SEO and SEM

##### Freelance Consultant | Nov 2021 - Feb 2022

#### Amazon Advertising Manager - PPC | SEM

##### OFP eCom Services | May 2020 - Oct 2021

- Full Budget Utilization
- Search Term Dedup & Negation
- Campaigns Launch & KW Optimization

#### Junior PPC Specialist

##### OFP eCom Services | Mar - May 2020

- Keyword Research
- Listing Optimization
- Keyword Index Troubleshooting

#### Marketing Manager

##### iDeaSigned SP. | Oct 2018 - Mar 2020

### EDUCATION

#### Bachelor of Science in Entrepreneurship

##### Global Reciprocal Colleges | 2019

Having completed a Bachelor of Science degree in Entrepreneurship, my expertise in business extends beyond the realm of digital advertising.

I help brands on Amazon scale to 6-9 figure top-line revenue while maintaining healthy profitability. I develop multi-channel ad strategies to drive overall brand growth.

With more than half a decade of managing 50+ Amazon accounts across diverse categories and overseeing more than \$300Mil in managed sales revenue since 2020.

### BRANDS I WORKED WITH

SKYLAR  
CLEAN BEAUTY

VS  
VICTORIA'S  
SECRET

D S  
LABORATORIES

BUXOM bareMinerals Vacation®

insta natural. magnetic mē. WINKY LUX

### Sponsored Ads and Display

Sponsored Ads AMS  
Bulk Operations & Automation  
Meta Business Suite • Ads Manager  
Google Ads • Merchant Center  
Data Analytics | Powe BI | Looker  
Excel VBA + Googlesheet JavaScript



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