

VAN JULIUS SAN LORENZO

amazon SPONSORED ADS (PPC) SPECIALIST

ABOUT

As an Amazon FBA Virtual Assistant, I help the seller to find winning products, and increase their revenue, by means of proper store optimization management and PPC Strategies that Can SKYROCKET Your Reviews, Rank & Profit.

RECENT WORK EXPERIENCES

AMAZON VA - PARTIME

Amazon Seller - UK Based | November 4, 2020 to Present

- Engaged in Product Researching in UK Based Market, evaluating the product based on demand through product and keyword research. Creating a Optimized Product Listing both on the back end and front end, as well as making product images and infographics, PPC auditing.

COMPETITOR PRODUCT ANALYSIS

Amazon Seller - US Based | November 2, 2020

- Project based contract, study and analyzed the competitor product page listings and images, sales revenue. Comparing some aspects of distinguishing the product above all the competition. Providing suggestions and recommendation that would differentiate among the competitors

INTERN

[AmazoNation.ph](#) | September 13, 2020 – October 8, 2020

- Currently in progress of internship within Amazon FBA Seller Virtual Assistant Program, all the ins and outs operations in Amazon Seller Central.

FREELANCE GRAPHIC DESIGNER

[Redbubble.com](#) | August 2020 - Present

- I create Print on Demand designs for merch, mugs, wall arts, bags, and other print canvass.

FREELANCE GRAPHIC DESIGNER

[Kdp.amazon.com](#) | August 2020 - Present

- I create Low Content Books for journals, diaries, notebooks, activity books

SHOPIFY STORE MANAGER

Badouko.com | Sep 2019 - April 2020

- Managed the entire Shopify Store, both front end and back end
- Handled Customer Service, Creates Marketing Materials for product images, contents, copy writing, and video ad creatives, Process Customer Orders, Product Research, Facebook Ads Management, Product Inventory Management

CERTIFICATES ATTAINED

Amazon DSP Campaigns Certification
[Amazon Advertising](#) | Dec 15, 2020

Freedom Ticket Certification
[Helium10](#) | Oct 16, 2020

Amazon Retail For Advertisers Certification
[Amazon Advertising](#) | Oct 14, 2020

Amazon Sponsored Ads Foundation Certification Assessment
[Amazon Advertising](#) | Oct 9, 2020

Certified Amazon Seller VA Masterclass
[AmazoNationPH](#) | Oct 12, 2020

Selling and Marketing Your Products on Amazon
[Lynda.com](#) | Oct 9, 2020

Getting Started With Facebook and Partner Measurement Solutions
[Facebook Blueprint](#) | Oct 14, 2020

Facebook Business Manager
[Facebook Blueprint](#) | Oct 16, 2020

Learning PPC with Google Ads
[Lynda.com](#) | Nov 21, 2020

SEO: Keyword Strategy
[Lynda.com](#) | Nov 21, 2020

Social Media Management
[Coursera.org](#) | Nov 11, 2020

PROFESSIONAL SKILLS

- SEO and Google Analytics
- Graphic Designing
- Video Editing
- Product Research
- Dropshipping
- Print On Demand
- Shopify Website Development
- Amazon Store Management: Wholesale, Private Label, Online Arbitrage
- Chatbot Integration
- Facebook Ads
- Google Ads
- Pinterest Ads

AMAZON FBA SERVICES

- Product Research
- Product Sourcing & Shipping
- Product Listing
- Listing Optimization
- Inventory Management
- Amazon Sponsored Ads (PPC)
- Customer Service
- Amazon Seller Central Management

TOOLS and APPS

- Helium 10
- Jungle Scout
- Unicorn Smasher
- Viral Launch
- Google Analytics
- Answer the Public
- UberSuggest
- Semrush
- Keepa
- Pinterest Search Engine
- Matchstix AI
- Manychat
- Adobe Photoshop 2020
- Adobe Illustrator 2020
- Adobe Premier 2020
- Microsoft Office 2019
- Google Docs, Sheets
- Vegas Pro 18
- Wondershare Filmora 9
- Amz Analyzer
- DS Amazon Quickview

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[My Portfolio Link](#)



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TRAININGS / E-LEARNINGS

COMPLETE AMAZON FBA WHOLESALE COURSE | BECOME AN EXPERT SELLER
Damian Hoffman – [Udemy.com](#) | Nov 4, 2020

ONLINE ARBITRAGE BEGINNER TO FULL TIME - AMAZON FBA TRAINING
James G – [Udemy.com](#) | Oct 30, 2020

HELIUM 10 FREEDOM TICKET
Kevin King - [freedomticket.com](#) | Oct 16, 2020

AMAZON FBA PRODUCT RESEARCH IN 2020 - STEP BY STEP [GUIDE]
David Zaleski - [Udemy.com](#) | Oct 8, 2020

AMAZON SELLER VA MASTERCLASS ADVANCED
Lish Aquino - [Amazonation PH](#) | Sep 13, 2020

8 INSANELY PROFITABLE AMAZON PPC CAMPAIGNS
Sumner Hobart – [Udemy.com](#) | Sep 8, 2020

7 AMAZON PRODUCT LAUNCH SECRETS, GURUS DON'T WANT YOU TO KNOW
Sumner Hobart - [Udemy.com](#) | Sep 6, 2020

AMAZON FBA PRODUCT RESEARCH IN 2020 - STEP BY STEP [GUIDE]
David Zaleski - [Udemy.com](#) | Oct 8, 2020

FREE AMAZON FBA COURSE FOR BEGINNERS - 2020 PRIVATE LABEL
Brock Johnson - [Udemy.com](#) | Oct 8, 2020

AMAZON FBA SEO & LISTING OPTIMIZATION COURSE WITH HELIUM 10
Vova Even – [Udemy.com](#) | Oct 7, 2020

FREE AMAZON FBA COURSE FOR BEGINNERS - 2020 PRIVATE LABEL
Brock Johnson - [Udemy.com](#) | Oct 8, 2020

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AMAZON SELLER VA MASTERCLASS ADVANCED
Lish Aquino - [Amazonation PH](#) | Sep 13, 2020

MANYCHAT FOR AMAZON SELLERS – 6 PROVEN FLOWS FOR 2020
Sumner Hobart - [Udemy.com](#) | Sep 10, 2020

8 INSANELY PROFITABLE AMAZON PPC CAMPAIGNS
Sumner Hobart – [Udemy.com](#) | Sep 8, 2020

7 AMAZON PRODUCT LAUNCH SECRETS, GURUS DON'T WANT YOU TO KNOW
Sumner Hobart - [Udemy.com](#) | Sep 6, 2020

AMAZON SEO , REVIEWS & LISTING OPTIMIZATION SECRETS IN 2020
Sumner Hobart – [Udemy.com](#) | Sep 2, 2020

ALIBABA TO AMAZON FBA - 2020 PRODUCT IMPORTATION MASTERCLASS
Sumner Hobart - [Udemy.com](#) | Sep 1, 2020

7 INSANELY PROFITABLE 2020 FBA PRODUCT RESEARCH METHODS
Sumner Hobart – [Udemy.com](#) | Aug 31, 2020

SEARCH ENGINE OPTIMIZATION MASTERCLASS
Kherk Roldan - [KherkRoldanseos.com](#) | July 25, 2020

ADVANCE E-COMMERCE COURSE (SHOPIFY)
Rodulf Perez - [RodulfPerez.com](#) | Sep 2, 2019

EDUCATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE

Computer Communication Development Institute (CCDI)
Naga City, Philippines
Year 2002-2006