

David Codillero

Amazon PPC Specialist

CONTACT

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Location: Cebu, PH (Remote)

PPC EXPERTISE

- Sponsored Products, Brands & Display
- Meta Ads campaign management
- Bid & budget optimization
- ACoS / TACoS / ROAS / CTR / CVR
- Keyword & negative targeting
- Multi-account management
- A/B testing & experiments
- AI automation & agent workflows (Claude, ChatGPT)

TOOLS & PLATFORMS

Scale Insights, DataDive, Amazon Ads, Helium 10, Jungle Scout, MerchantWords, Semrush, Google Analytics (GA4), Keyword Planner, StoreAutomator, Refersion, Levanta, VidIQ, Google Sheets/Excel, Meta Ads, TikTok Ads

EDUCATION

BS, Accounting Technology

University of San Carlos, Cebu, PH · 2015

SUMMARY

Amazon advertising specialist with 5+ years managing Sponsored Products, Brands, and Display campaigns across multiple accounts and marketplaces (US, UK, CA, AU, DE). Skilled in bid/budget management, keyword research, and A/B testing to drive ACoS reduction and ROAS growth. Daily user of Scale Insights and DataDive. Proven track record managing multiple client accounts remotely and reporting clearly to stakeholders.

EXPERIENCE

eCommerce Supervisor

2022 – Present

US Private Label Brand — Amazon & eCommerce

- Manage **Sponsored Products, Brands & Display** campaigns across multiple SKUs, 5 marketplaces, and Meta Ads, cutting **ACoS by 30%+** while scaling revenue.
- Own daily bid/budget adjustments, keyword research, negative keyword refinement, and A/B test experiments to control spend.
- Use Scale Insights, DataDive, Helium 10, Semrush, and GA4 for keyword research, competitive intelligence, and optimization.
- Build reporting dashboards in Google Sheets tracking ACoS, TACoS, ROAS, CTR, and CVR.
- Build AI automation workflows and agent skills with Claude and ChatGPT to streamline reporting and reduce manual PPC tasks.
- Supervise a team of 9 across advertising, content, and marketplace operations.

eCommerce Marketer & Virtual Assistant

2018 – 2022

Multiple US Clients — Amazon, Shopify, eBay, Walmart

- Managed **Amazon Sponsored Products** and Google Ads campaigns for multiple client accounts at once, meeting performance targets.
- Conducted keyword research and targeting refinement to improve efficiency and control ad spend.
- Built reporting workflows and SOPs that improved client visibility into performance and scaling.

CORE STRENGTHS

- Detail-oriented and proactive — works independently while aligning with brand managers on strategy.
- Manages multiple client accounts without sacrificing execution quality.
- Clear communicator with 5+ years reporting performance to US clients while working fully remote.