

ARGAWANON, CRISTITOTO JR. C.

PPC Specialist | Web Developer

☎ 09925512493  Cris Argawanon ✉ jayragawanon@gmail.com  crisargawanon.site

ABOUT ME

Amazon PPC Specialist with hands-on experience managing and optimizing advertising campaigns across multiple ASINs. Experienced in Sponsored Products Exact, Auto, and Product Targeting campaigns, as well as Sponsored Brands Video. Skilled in bid and placement optimization, keyword and search-term analysis, negative targeting, campaign troubleshooting, and performance analysis using Amazon Ads Console, Scale Insights, and Helium 10.

Strong analytical background with experience investigating changes in impressions, clicks, conversions, sales, ACOS, and TACOS to identify optimization opportunities rather than relying on individual metrics alone.

Also experienced in full-stack web development using Laravel, PHP, JavaScript, and MySQL, including the development, deployment, and maintenance of production web systems.

EDUCATION

Cavite State University – Trece Martires | 2022 – 2026

Bachelor of Science in Information Technology

AMAZON PPC EXPERIENCE

Amazon PPC Specialist

GF Supplies / Sigo Signs | 2026

- Manage and optimize PPC campaigns across multiple ASINs, including Sponsored Products Exact, Auto, Product Targeting, and Sponsored Brands Video.
- Analyze performance using Amazon Ads Console, Scale Insights, and Helium 10.
- Perform keyword and search-term analysis, keyword harvesting, and negative targeting.
- Optimize bids and placements based on traffic, conversion, ACOS, TACOS, and historical performance.
- Diagnose underperforming ASINs by reviewing visibility, competition, inventory, campaign delivery, and keyword performance.
- Support sales growth while balancing advertising efficiency and TACOS goals.

AMAZON PPC SKILLS

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| • Amazon Sponsored Products | • Negative Targeting |
| • Sponsored Brands Video | • Bid & Placement Optimization |
| • Keyword Research | • ACOS/TACOS Analysis |
| • Search Term Analysis | • Scale Insights • Helium 10 • Excel/Google Sheets |