

# JAYANTH G S

[jayanths.com](http://jayanths.com) | [LinkedIn](#) | +91 6361834887 | [jayanths.mail@gmail.com](mailto:jayanths.mail@gmail.com)

## Skills

- Amazon Ads (SP, SB, SD) | Budgeting & ROI Optimization | Product Listings & Merchandising | Category & Brand Store Management | Pricing & Promotions | Marketplace Operations
- Business & Domain: E-commerce Analytics | Marketing Campaign Analysis | ROI & KPI Tracking | Forecasting & Trend Analysis | Stakeholder Communication | Business Planning
- Technical & Analytical: SQL | Python (Pandas, NumPy) | Excel (Pivot, VLOOKUP, Dashboarding) | Data Visualization | A/B Testing | n8n Automation | Competitor & Category Analysis

Tools & Softwares: Amazon Pi, Amazon Drona, Helium 10, n8n, Shopify, Tableau, Google Analytics, Looker Studio

## Experience

### Key Account Manager

### Backbone Consultancy

Bengaluru, Karnataka

09/2022 - Current

Worked at the company from Sep 2022 – Mar 2024, took a 5-month break to pursue a passion project, and rejoined in Sep 2024.

- Managed ₹2 Cr+ Amazon Advertising spends, generating ₹9 Cr+ in revenue, while optimizing budgets, ROI, and campaign effectiveness through data-driven decisions.
- Increased organic and paid visibility by 30%+ through SEO-driven keyword research, A/B testing, and optimized ad creatives.
- Enhanced visibility and conversions through keyword research, SEO strategies, Promotional Offers, and continuous performance analysis | Implemented Amazon Transparency Program resulting in 44% increase in revenue.
- Improved margins and business outcomes by negotiating with Amazon/marketplace stakeholders, streamlining operations, and resolving return & delivery challenges.
- Conducted competition and category analysis to identify market trends, growth gaps, and provided insights that improved campaign strategies and overall business performance.

### Product Design & QA Intern

### FlexiFunnels

Bengaluru, Karnataka

09/2021 - 11/2021

- Designed and optimized conversion-focused landing pages and sales funnels with the design team, enhancing product value and user experience.
- Conducted daily software testing and feature validation, reported 40+ bugs with 70% resolution, improving product functionality by 20%.

### Digital Marketing Intern

### DD Internship Program

Bengaluru, Karnataka

03/2021 - 07/2021

- Gained hands-on experience in digital marketing, including SEO, marketing funnels, and paid media advertising.
- Applied skills to design websites, optimize landing pages, and set up e-commerce stores, driving traffic and improving online presence for multiple clients.

## Education

### Bachelor of Engineering

### SJB Institute of Technology

Bengaluru, Karnataka

(08/2022)

- Major in Computer Science (SGPA: 7.2)

### Pre University

### Alva's PU College

Moodabidri, Karnataka

(05/2018)

- Major in Computer Science (Score: 93%)

## Projects

- Price Tracking Automation – Automated daily price tracking report into Google Sheets dashboard using n8n, reducing manual effort and improving the team's efficiency by 80%.
- Reporting Dashboard – Built a Looker Studio/Google Sheets dashboard with pivot tables & charts to track KPIs (ACOS, CTR, CVR), providing clear insights for clients.

## Others

### Amazon Sponsored Ads Certification

### Certification

(07/2024)

### Basic to Advanced Microsoft Excel

### Certification

(06/2024)