

JAYANTH G S

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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)**