

Jose Valencia

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WORK EXPERIENCE

Stackline

Aug. 2022 – Present

Account Manager

Seattle, WA

- Managed over \$20 million advertising budget for 5 different client teams for the largest brands in CPG and consumer electronics across Amazon US & CA (AMS), Walmart US & CA (Criteo), and Costco (Criteo).
- Increased advertising sales over +400% Y/Y with consulting strategy focused on providing data-driven actionable business recommendations through compelling storytelling.
- Built an SEO tool automating content strategies across Amazon and Walmart for product titles and detail pages, balancing strong organic relevance (traffic) and the customer experience (conversion).
- Developed strong relationships with clients through timely communication, clear expectations, and authentic investment in their brands' success.

Stackline

Mar. 2021 – Present

Associate Account Manager

Seattle, WA

- Created and managed PPC campaigns on Amazon (AMS), optimizing for ROI, client goals, and budgets.
- Executed new product launches, leading critical path schedule with internal as well as external teams.
- Drew insights from large data sets and provided actionable recommendations to clients on e-commerce strategy.

Aprilaire (Research Products Corporation)

Oct. 2020 – Mar. 2021

eCommerce Catalog Manager

Madison, WI

- Managed New Item Setup (NIS) and update process for Amazon US & Aprilaire.com (direct-to-consumer site).
- Optimized daily processes by strategically collaborating with internal teams & creating weekly reporting metrics.

Mercury (Brunswick Corporation)

Mar. 2019 – Oct. 2020

eCommerce Specialist

Fond du Lac, WI

- Launched Product Information Management system (internal data catalog and online retailer syndication).
- Built Unilateral Price Policy with automated notifications across online & brick and mortar channels.

Mercury (Brunswick Corporation)

Oct. 2018 – Mar. 2019

Marketing & eCommerce Intern

Fond du Lac, WI

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Amazon Advertising Planning & Strategy, Google Ads & Google Ads 360.
- **Skills:** quantitative & qualitative analysis; data visualization & storytelling; paid search advertising; SEO; relationship building; custom metrics reporting; cross-functional collaboration; project management.
- **Tech-Specific Skills:** Amazon (Vendor Central, Advertising, New Item Setup, A+ Content, and Variations), Walmart (Retail Link, advertising, content, performance metrics), Google Analytics.
- **Interests:** travel; food & cooking; woodworking & DIY; sports (volleyball, tennis, basketball); wine; puns.

EDUCATION

Marian University

May 2016

Bachelor of Science in Business Administration, Marketing & Analytics double major

Fond du Lac, WI

- Graduated *magna cum laude*; 3.9/4.0 GPA
- *Sigma Beta Delta* (Business Honor Society)
- NCAA Division III Men's Tennis – Singles & Doubles