

## CONTACT


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Buenos Aires, Argentina


## EDUCATION

Communications Sciences
University of Buenos Aires
2021 - Present

Medical Representative
Favaloro University
2023 - 2024

## COURSES & CERTIFICATIONS

Freedom Ticket 4.0 · Helium 10 · 2025
C1 Advanced (CAE) · Cambridge English · 2023
Data Analytics · Udemy · 2020
Google Ads · Google · 2020
After Effects · EducacionIT · 2019
Photoshop · Udemy · 2019
Premiere Pro · Udemy · 2019

## LANGUAGES

Spanish · Native
English · C1 Advanced (CAE)
Portuguese · Basic
German · Basic

## SKILLS

E-COMMERCE & MARKETPLACES
Amazon Seller Central · Repricer · Mercado Libre · Shopify · Facebook Marketplace · Shopee · Stackline · Odoo

DIGITAL MARKETING
SEO · PPC · SEM · CRO · Amazon Ads (AMS) · AMC · AdLabs · ACOS · ROAS · Google Ads · Meta Ads · Facebook Ads · Instagram Ads · TikTok Ads · Bing Ads · Semrush · Ahrefs · Klaviyo · Mailchimp · MOZ · Adsense · Google Trends

DATA & ANALYTICS
Excel · Google Sheets · MS Office · SQL · Python · RStudio · Power BI · Access · Matplotlib · GA4 · G Suite · APIs · Sellerboard · HelloProfit · Jungle Scout · Helium 10 · Xnurta · Shulex · VS Code

CREATIVE & MULTIMEDIA
Photoshop · Illustrator · InDesign · Lightroom · Canva · PowerPoint · Premiere Pro · After Effects · Nuke · Cinema 4D · Audacity · Audition · FL Studio · Reaper · Blender · Maya · SketchUp · 3ds Max

# MATIAS GAGLIO

### MARKETING · E-COMMERCE · AMAZON ADS

## PROFILE

Amazon-focused marketing and e-commerce professional combining advertising strategy, marketplace operations, analytics, and creative execution. Hands-on generalist experience in small companies, including niche medical and pharmaceutical marketing, with work spanning AMC, AdLabs, Amazon Ads, Shopify, and Mercado Libre.

## EXPERIENCE

### Amazon Sales Manager
**Jun 2025 - Present**
**Revolution Supply Co.**

- Provide team leadership and use business intelligence to shape long-term brand strategy, catalog, pricing, and promotional decisions.
- Manage advanced Amazon Ads, automated repricing, and complex catalog architecture, including flat files and parent-child variations.
- Coordinate teamwork, time management, and promotional calendars against sales, ROAS, profitability, market-share, and KPI objectives.

### Amazon Advertising Manager
**Nov 2025 - Apr 2026**
**BellaVix**

- Managed and optimized Amazon advertising campaigns using Amazon Marketing Cloud (AMC) and AdLabs.
- Applied audience segmentation, attribution analysis, and advanced bid and placement optimization to improve ROAS, ACOS, and conversion performance.
- Used cross-campaign and customer-journey insights to refine targeting and guide advertising decisions.

### Amazon Listing Manager
**Aug 2024 - Jun 2025**
**Vive Health**

- Optimized Amazon listings through SEO, PPC, and Helium 10; managed inventory in Odoo plus B2C and return analysis in Seller Central.
- Analyzed sales with Sellerboard, HelloProfit, and Seller Central; managed Amazon campaigns, Google Ads, Semrush, and Bing Ads.
- Created image, video, and A+/EBC content in Illustrator, Photoshop, and Lightroom using A/B tests and market analysis.
- Used AI tools Shulex and ChatGPT, plus APIs, Python, and Jungle Scout data, to improve sales, Buy Box, conversion rate (CR), ROI, and ACOS.

### Video Editor & Graphic Designer
**Jan 2024 - Aug 2024**
**Gador Lab**

- Created pharmaceutical product-launch, expert-sales, and corporate-communications videos using Premiere Pro, After Effects, and Cinema 4D.
- Designed high-impact niche medical B2B/B2C brochures, catalogs, and digital assets while following brand and industry regulations.
- Produced internal corporate communications and advertising campaigns with Illustrator, Photoshop, InDesign, and Blender.

### E-commerce Manager
**Mar 2022 - Dec 2023**
**Florida Home**

- Owned a broad small-business remit across Mercado Libre inventory, advertising, logistics, customer service, and B2B/B2C operations.
- Optimized listings, PPC, SEO, pricing, shipping, product descriptions, and competitive positioning.
- Led branding, product-photo editing, marketing materials, packaging, supplier coordination, fulfillment, and post-sale support.

### Freelance Designer, Video Editor & Digital Marketer
**2018 - 2022**
**Self-employed**

- Designed logos, brand identities, and visual assets for freelance clients and small businesses.
- Edited promotional videos and provided translation services for varied client projects.
- Created and managed Google Ads campaigns and provided broader digital-marketing support.