

Adrian Cardinoza

Marketing & Operations specialist with 6+ years of experience scaling Amazon businesses. Proven track record of growing monthly revenue from \$10K to \$170K through process optimization, SOP design, and high-converting Amazon content. Strong background in Amazon Seller Central, flat files, storefronts, and cross-functional team leadership.

Contact

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San Isidro, Cabuyao, Laguna

Education

2013-2017

Bachelor of Arts in Communication Arts

STI College Calamba

Expertise

- Amazon Seller Central (Flat Files, Storefronts, A+ Content)
- SOP Design & Process Optimization
- Revenue & Capacity Planning
- Cross-Functional Team Leadership
- SEO Content (SurferSEO, CMS - WordPress)
- Video Editing (Premiere Pro, CapCut)

Fundamentals of
Digital Marketing
from

Google Digital Garage

Digital Portfolio:

<https://tinyurl.com/3uwdx7d>

May 2025 - Oct 2025

Inversal Distribution Inc.

Marketing Specialist

- Managed brand-owned marketing initiatives for Lakai Philippines, covering social media, events, and Amazon marketplace expansion.
- Expanded into the digital marketplace by managing Lakai's Amazon presence, including:
 - Designing and branding the Amazon storefront to align with Lakai's identity.
 - Optimizing product listings for better visibility and conversion via flat files.
 - Using tools such as Datadive and Amazon Seller Central for market analysis and campaign performance.

July 2022- April 2025

Seller Interactive

Operations Lead

- Led end-to-end operations for a client services business, scaling monthly revenue from \$10K to \$170K through process optimization, workflow redesign, and capacity planning.
- Directed a cross-functional operations team overseeing order processing, fulfillment coordination, content production, and quality assurance.
- Built and implemented standardized SOPs that improved turnaround times, reduced errors, and increased operational consistency across client projects.
- Strengthened risk-mitigation and account-management controls to reduce operational exposure and ensure compliance with platform and client requirements.

January 2021 - July 2022

Seller Interactive

Amazon Marketing Officer

- Created high-converting Amazon A+ and rich content, improving product visibility and supporting revenue growth across multiple client accounts.
- Engaged in cold emailing and content creation.

Orthopaedic International Inc.

Marketing Specialist (Part-time)

- Maintained multiple social media profiles such as Facebook, YouTube, and Instagram.
- Developed engaging content across Facebook, YouTube, and Instagram to expand the reach of the social media platforms.
- Crafted company certificates and various creative materials for events.

January 2020 - January 2021

Rocket Marketing

Content Writer

- Crafted projects for Amazon clients with the goal of enhancing their store page marketing strategies and increasing brand visibility with SEO content and tools such as SurferSEO.
- CMS (WordPress)
- Delivered exceptional customer service by consistently revising content to meet customer or client requirements, ensuring their contentment with the end result.

July 2018 - January 2020

MG Consultancy

Marketing and Communications Associate

- Managed and upheld multiple social media profiles including Facebook, YouTube, LinkedIn, and Instagram.
- Developed and improved promotional content like Spotify podcasts, Facebook and YouTube videos, and Instagram graphics to enhance the social media accounts' visibility.
- Crafted compelling and interactive captions for content across all social media channels.
- Organized and maintained monthly social media calendars designed strategically for the team to adhere to.

May 2017 - July 2018

Teleperformance

Customer Service Representative

- Provided excellent customer service, anticipated customer needs, and ensure customer satisfaction
- Used problem-solving skills to address customer issues and resolve conflicts
- Maintained expert knowledge about company products or services