

Luca Vio

Senior Amazon Brand Manager

Berlin, Germany (Remote) | +39 333 4684884 | violuca93@gmail.com
Italian (Native) | English (C2) | Spanish (B1) | German (A1)

PROFESSIONAL SUMMARY

Amazon expert with 4+ years of hands-on experience inside Amazon managing brand growth, P&L optimisation, and advertising strategy across 9 EU marketplaces. Deep knowledge of the Amazon ecosystem from the inside — including ranking dynamics, PPC mechanics, promotional strategies (Vine, DOTD, Lightning Deals), vendor negotiations, and category management. Currently complementing this with Amazon Ads expertise managing \$1M+ campaigns. Combines strategic thinking with operational execution, data-driven decision making, and a genuine passion for scaling brands on the world's largest marketplace.

WORK EXPERIENCE

ADS ACCOUNT MANAGER – AMAZON PPC & ADVERTISING

Amazon Ads, Berlin | November 2024 - Present

- Manage **Amazon PPC and advertising strategy** for global brands (Coca-Cola, Red Bull, PlayStation, Nintendo, Warner Bros, HBO), optimising campaigns for ROAS, ACoS, and incremental revenue
- Execute **full-funnel advertising campaigns** across Sponsored Products, Sponsored Brands, Sponsored Display, Video, and premium placements (Prime Video, Twitch, Champions League)
- Advise brands on **Amazon growth strategy**, providing strategic recommendations on visibility, ranking, and campaign optimisation
- Track performance and provide **clear next steps** based on data analysis, ensuring brands maximise their Amazon presence
- Manage **35+ active brand accounts** simultaneously, solving complex Amazon challenges with precision and speed

SENIOR ECOMMERCE MANAGER – AMAZON BRAND MANAGEMENT

Amazon, Berlin | April 2024 - October 2024

- Managed **Amazon brand growth** across Furniture, MDA, and SDA categories on 9 EU marketplaces, delivering **+11% topline YoY** and **+10% bottomline YoY**
- Drove **organic ranking and product visibility** through listing optimisation (A+ content, keyword strategy, SEO) and strategic promotional mechanics (Vine, DOTD, Lightning Deals)
- Managed **P&L optimisation**: COGs analysis, fee management, inventory planning, and profitability tracking
- Led **product launches and ranking strategies** for new categories (Boilers, Microwaves, Toasters, Rugs), driving successful market activation
- Managed **promotional budgets of EUR 15MM+ YTD** as Deal Lead, optimising investment allocation for maximum ROI

ECOMMERCE MANAGER – AMAZON BRAND MANAGEMENT

Amazon, Berlin | 2022 - March 2024

- Managed **4 brands across 9 EU marketplaces**, driving **+70% revenue YoY** and **+120% deals revenue YoY** through strategic brand management
- Executed **16 major promotional campaigns** (Prime Day, Black Friday, Vine, DOTD, Lightning Deals), generating **EUR 22.37MM in revenue**
- Optimised **logistics and backend**: COGs, fees, inventory health, replenishment (Direct Import, Direct Fulfilment, Dropship), achieving 100% stock availability
- Conducted **ranking and algorithm analysis** to drive organic visibility and conversion across categories

EXCLUSIVE BRANDS ASSOCIATE

Wayfair, Berlin | 2020 - 2022

- Managed **brand growth and P&L** for exclusive ecommerce brands
- Launched 3 flagship products with focus on visibility, ranking, and conversion

EDUCATION

Master of Marketing, Services & Communication Management

Universität St. Gallen (HSG) | 2016

Bachelor of Economics & Management

Università Cattolica del Sacro Cuore | 2013

AMAZON EXPERTISE

PPC & ADVERTISING

Sponsored Products/Brands/Display, ROAS/ACoS optimisation, full-funnel campaigns, budget management

BRAND MANAGEMENT

P&L optimisation, organic ranking, product launches, listing optimisation, A+ content, keyword strategy

LOGISTICS & BACKEND

COGs, fees, inventory, replenishment, Direct Import/Fulfilment/Dropship, stock health

PROMOTIONS & RANKING

Vine, DOTD, Lightning Deals, Prime Day, Black Friday, ranking strategies, algorithm insights

LANGUAGES

ITALIAN

Native

ENGLISH

C2

SPANISH

B1

GERMAN

A1

TOOLS

Amazon Vendor Central (expert)

Amazon Ads Console (expert)

Amazon Seller Central (familiar)

Helium 10 (familiar)

Excel / Google Sheets (advanced)

KEY ACHIEVEMENTS

Amazon Insider

4+ years inside the platform

EUR 22.37MM

Revenue generated, 16 campaigns

+70% Revenue YoY

Brand growth, Amazon EU

9 EU Markets

Multi-market brand management

New Categories

Launched Rugs, Boilers, Microwaves