Wei Rong Zhang

Email: Weirongzhangwilliam@gmail.com | Phone: 437-518-6737 | Address: Oakville, Ontario L6M 0K5
Linkin: zhaweiron-william

Objective:

Full time employment in Ecommerce Account Manager's role in the long term.

Work Experience:

Ecommerce Account Manager

Zhongshan RongYi Trading Co., Ltd. | Zhongshan, China | March 2015 – May 2023

- Positioning product and building up the value of the brand.
- Led a four-person ecommerce team to achieve over **US$2.5 million** in annual sales at Amazon North American marketplace in merchandising and advertising strategy.
- Operating the Amazon platform to upload the product, including the product's image, descriptions, price, variation setup, and ASIN merge/split management.
- Advertising the product at Amazon Advertising Platform for gaining the strong organic traffic.
- Managed Amazon PPC, keyword targeting, bid optimization, and category ranking strategy, achieving **ROAS above 4.3.**
- Designed the A+ Content, Created/edited the video, and updated to the Amazon seller central.
- Created and managed the WordPress/Shopify ecommerce brand official website and aligned site content with Amazon and digital marketing to improve customer experience and brand credibility.
- Improved SEO quality of the website through Blog and news content.
- Combined quantitative analysis with controlled-variable A/B testing to validate optimization decisions, isolate the impact of individual changes, and improve product conversion rates to 5%–10% or higher.
- Produced product Images, A+ Content, video, product detail pages, and Brand Store merchandising to improve conversion rate.
- Schedule produces business reviews covering sales, advertising efficiency, conversion, inventory, competitive activity, risks, opportunities, and action plans.
- Managed international logistics, shipping documentation, inventory coordination, and customs clearance for Canadian and American fulfillment.

Skills:

- **Strategic Media Planning:** Media Planning, Media Rationale, audience analysis, media channel selection, reach/frequency, budget allocation, and KPI measurement.
- **Ecommerce Analytics:** Excel, GA4, Amazon sales and advertising data, conversion analysis, competitor analysis, and performance reporting.
- **Digital Marketing:** Audience targeting, brand positioning, SEO/SEM, paid media, content strategy, social media, and integrated campaigns. Strong knowledge and experience of Amazon e-commerce advertising and Google Ad.
- **Amazon Ecommerce & Advertising:** SEO, PPC, keyword strategy, product merchandising, and performance analysis to improve discoverability, conversion, Amazon category ranking, and advertising efficiency.

Product Sourcing & Amazon Sales Account Operation Specialist

Voltz Toys | Mississauga, Ontario | July, 2026 – September, 2026

- Based on the data, analyzed market trends, category traffic, and demand to identify niche product opportunities, and moved forward with new release product projects that could support a target profit margin of **16%–26%.**
- Built a quantitative model to estimate orders and revenue from keyword search demand, using a rank-based weighting formula (Estimated Traffic Share = 2^(max, Rank(x))) to

account for different keyword ranking positions, and validated the results against actual traffic, conversion, and sales data.
- Restructured Amazon advertising architecture, keyword allocation, and using digital media's strength for shifting the organic-to-ad-attributed order mix from **1:3 to 2:1 (organic share approximately 25% to 67%) while maintaining TACoS below 10%**, reducing reliance on paid traffic.
- Translated quantified demand and profitability targets into digital marketing execution across keyword architecture, SEO/listing optimization, A+ Content, Brand Store, PPC, website content, Media planning and advertising structure and strategy.
- Provided recommendations on product design, features, customer experience, and market fit with specific data on the digital market.
- Created performance analysis covering search demand, traffic, conversion, orders, revenue, profit, and inventory needs to support data-driven product, paid media rationale, and launch decisions.

Skills:

- **Amazon E-commerce:** Seller Central operations, listing optimization, variation management, A+ Content optimization, Brand Store optimization, inventory coordination, and selling account troubleshooting and conversion optimization.
- **Marketing Analytics:** GA4, Amazon advertising data, market data analysis, competitor and its behaviors research, customer behavior or habits analysis, and share of voice performance reporting.
- **Creative Design:** Adobe Photoshop, InDesign, After Effects, and CorelDRAW for Amazon images, A+ Content, website graphics, and digital marketing materials.
- **Video Production:** Premiere Pro, Final Cut Pro, and CapCut for product videos, advertising content, and social media creatives.
- **Microsoft Office:** Advanced use of Excel, Word, and PowerPoint for data analysis, reporting, presentations, and business documentation.
- **Website & Content Management:** WordPress/ Shopify Website Development, Content updates, brand presentation, and customer experience optimization.

Interpersonal Skills:

- Time management skills with ability to prioritize tasks for maximizing profit
- Strong communication skills with the ability to work independently, collaborate within a team, and elevate team performance.
- Effective negotiation skills with ability to engage with suppliers and ensure terms for pricing, product quality, and on-time delivery, and building strong cooperative relationship with the client.
- Problem solving skills with ability to access with colleague to find the final solutions through the meeting and consultations.

Certification:

Stukent - Digital Marketing Simternship® - Completed on: April 2025
Google – Google Analytics certification - Completed on: April 2025
Hootsuite Academy – Hootsuite – Completed on: April 2025

Education:

- September 2011 – June 2014 @ Guangdong Youth Vocational College **|** Major: Business English
- September 2024 – April 2026 @ Sheridan College **|** Program: Advertising and Marketing communication **|** GPA: 3.61/4.0

Language: Mandarin, Cantonese, and English