

REBECCA GONZALES

Applicant

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TECHNICAL SKILLS

Amazon Seller Central	Data Analysis	Market Analysis
Product Trend Analysis	Product Sourcing	Competitor Analysis

WORK EXPERIENCE

- Administrative Assistant, Highlands LLC

Sep 2024 - March 2025

 - Conduct in-depth product research in shoes & clothing, beauty products, and other non-electronic categories to identify profitable deals for resale on Amazon.
 - Perform data entry, maintain detailed records, and ensure accurate documentation of sourcing activities.
 - Manage spreadsheets, track inventory, and organize product data for seamless workflow and decision-making.
- Lead Generation Specialist, Apollio io

June 2024 - Sep 2024

 - Specialized in LinkedIn lead generation, focusing on identifying and engaging high-quality prospects to build a robust sales pipeline.
 - Skilled in creating and optimizing LinkedIn outreach strategies that foster genuine connections and increase conversion rates.
 - Proficient in leveraging LinkedIn Sales Navigator, LinkedIn automation tools, and data analysis to drive effective B2B lead generation campaigns.
- Amazon Product Researcher, Galaxy Goodz

Oct 2023 - May 2024

 - Revamped and optimized 150+ product listings on Amazon.ca.
 - Evaluated competitor pricing models and promotional tactics in the Canadian market, resulting in the implementation of new strategies that boosted quarterly revenue.
 - Conducted comprehensive analysis of competitor strategies and market trends in Canada.
- Amazon Wholesale Researcher, Proactive Business

Dec 2021 - Sep 2023

 - Researched and identified profitable wholesale products by analyzing market trends and competition on Amazon.
 - Established and negotiated with wholesale suppliers, securing advantageous terms and reliable sourcing for inventory.
 - Optimized wholesale product listings on Amazon by adjusting pricing and improving content to boost visibility and sales.

TRAININGS & INTERNSHIP

- VA Learning Center:** 5 days training and 2 weeks internship in SMM, Lead Gen and Graphic Design
- Apollo io** - 2 weeks Internship as Lead Generation Specialist
- VA Breakthrough Training Center** - 5 days training and 2 weeks internship in Amazon US & UK Marketplace.