

Tyler Nguyen

Senior Amazon Account Manager

✉ tyler.nguyen@email.com
☎ (512) 555-0137
📍 Austin, TX
🌐 [linkedin.com/in/tyler-nguyen-am](https://www.linkedin.com/in/tyler-nguyen-am)

Summary

Strategic Amazon Account Manager with 6 years growing third-party and 1P brands from \$5M to \$45M+ annual revenue on the Amazon US marketplace. Expert in Seller Central operations, Sponsored Ads bidding, A+ content, and FBA inventory mechanics. Proven Ownership mindset across every line of the brand P&L: from cost-to-serve to advertising ACoS. Seeking to bring this operator DNA to Amazon's Vendor Manager or Seller Partner Manager track.

Experience

Senior Amazon Account Manager Feb 2023 - Present

Thrasio Walpole, MA (Remote)

Lead Amazon P&L for a \$28M consumer-goods portfolio of 12 brands.

- Grew portfolio revenue from \$19M to \$28M in 22 months (+47%) while improving contribution margin by 410 bps
- Cut blended ACoS from 32% to 21% via keyword pruning, dayparting, and DSP expansion — without losing top-line
- Rebuilt 340 A+ modules and 18 Storefronts; average conversion rate lifted from 11.2% to 15.8%
- Reduced FBA stockouts from 8.4% to 1.9% by rebuilding the weekly replenishment model with Finance

Amazon Brand Manager Jun 2019 - Jan 2023

Anker Innovations Bellevue, WA

Managed the Amazon US marketplace for a \$120M consumer electronics brand.

- Scaled Sponsored Brands spend from \$1.8M to \$6.2M while holding ACoS at 14% — drove \$41M incremental revenue
- Led the Brand Registry buildout and issued 220+ takedowns/month; counterfeit share dropped from 4.1% to 0.6%
- Negotiated 3 consecutive annual terms agreements with Amazon vendor ops, improving coop by \$1.4M
- Launched 9 new ASINs with avg. 90-day ramp of \$480K each — top-3 category rank within 60 days on 7 of 9

Skills

Seller Central & Vendor Central
PPC & Sponsored Ads Strategy
A+ Content & Storefront Design
Brand Registry & IP Protection
Inventory & FBA Planning
P&L Ownership
Helium 10 / Jungle Scout
Negotiation
Amazon Leadership Principles

Languages

English Native

Strengths

Ownership

Own a \$28M book of business end-to-end — forecasting, content, ads, inventory, and escalations — no hand-offs.

Deliver Results

Grew 7 of 8 managed brands by >40% YoY against a category average of 12%.