

John Krell Sta Ana

Partnering with brands to achieve growth through innovation and collaboration.

Full-stack e-commerce specialist who runs Amazon and Walmart end to end, launches Google and Meta campaigns, and builds AI-powered internal tools with agentic CLI. I double as a domain expert and project manager who thrives in fast-paced, high-volume environments.

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WORK EXPERIENCE

Amazon Head of Operations / Domain Expert - Kepler Commerce Corporation

September 2023 - Present

Lead operations and AI product work in a fast-paced agency environment serving multiple client brands.

- Owns end-to-end Amazon advertising and Seller Central account management for multiple client brands: catalog health, pricing, inventory, and reporting under tight SLAs.
- Designed and helped build an AI-powered e-commerce services platform: specialized AI agents that automate expert Amazon work (keyword research, listing optimization, advertising, pricing, diagnostics).
- Domain expert and product owner for the platform: authored the playbooks and quality benchmarks that let the agents perform at a senior-specialist standard.
- Leads and coaches a team; runs capacity planning, SOPs, QA, and performance tracking that keep delivery on time as priorities shift.
- Drives internal product development as project manager: defines requirements in Jira, runs gap analysis, and ships fast with agentic CLI tooling (Claude Code, Codex).
- Selected for on-site work in China: trained local staff on Amazon workflows and scoped services with clients.

Advertising Specialist - Pioneer Square Brands

April 2022 - March 2024

- Led company-wide data migration and automation; built Domo reporting, boosting performance and operational efficiency.
- Owned Amazon Ads end to end and ran Google and Facebook campaigns.
- Managed channel strategy and budgets for three device-case brands; as the sole ads owner, delivered 30%+ YoY growth while cutting costs by more than 50%.

Associate Team Lead (Promoted) - OmniChannel Solutions

July 2020 - April 2022

- Led Amazon PPC operations for multiple brands (consumer electronics, personal care, food, pet).
- Built and standardized DSP processes and training, improving throughput and accuracy.
- Co-implemented new process-management software across brand umbrellas with PMs.
- Recognized as Specialist of the Month in the first month of being hired, for two consecutive months.

Casino Dealer - City of Dreams Manila

2016 - 2020

Technical Support Representative - Farmout Outsourcing Inc

2013 - 2016

SELECTED RESULTS

- **\$2.5M total sales** for a supplement brand (+\$351K YoY); scaled advertising spend from \$70K to \$200K in a single month while maintaining strong ROAS.
- **77% YoY sales growth** for an oral vitamin spray brand; improved ROAS from 2.72 to a peak of 4.2 and doubled ad sales in months 2 to 3 with only a 20% budget increase.
- **326% ad-sales growth in month one** for a mechanical keyboard brand entering a competitive niche, plus an additional 55.3% in month two.
- **30%+ YoY growth across three brands** with 50%+ lower advertising costs at Pioneer Square Brands.

EDUCATION

- **STI College Caloocan** - Diploma in IT (2008 - 2010)
- **University of the Philippines Diliman** - BS Physics (2006 - 2008)

CORE COMPETENCIES

Project Management | AI & Automation | Brand Strategy | Operations Management | E-Commerce Advertising | Amazon End-to-End Services | Reporting & Analytics | Team Leadership & Coaching | Cross-Cultural Stakeholder Management | Process Design & SOPs

TOOLS & PLATFORMS

- **Marketplaces:** Amazon Seller Central, Amazon Vendor Central, Walmart Seller Center, TikTok Shop, Shopify
- **Advertising & Retail Media:** Amazon Ads (Sponsored Products, Brands, Display), Amazon DSP, Amazon Marketing Cloud, Walmart Connect, TikTok Ads Manager, Google Ads, Meta Ads Manager
- **PPC & Optimization:** Pacvue, Perpetua, Teikametrics, Xnurta, Scale Insights, Ad Badger, PPC Ninja
- **Research & Analytics:** Helium 10, Jungle Scout, DataDive, Keepa, Sellerboard, Feedvisor, Domo, Looker Studio, Google Sheets, Excel
- **Productivity & PM:** Jira, Notion, Slack, GetGuru, Shortwave
- **AI & Agentic Tools:** Claude Code, OpenAI Codex, ChatGPT, Claude, Lovable