


# Kevin Perez

## Sr. Digital Marketplace Specialist

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 kpdigital

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### PROFILE

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**Marketplace specialist with 10+ years of experience** driving growth and efficiency across **Amazon, Target+, TikTok Shop, eBay**, and direct-to-consumer channels. Recognized for delivering measurable impact on revenue, P&L, and customer experience by combining operational expertise, optimization strategies, and a resourceful entrepreneurial approach.

### EXPERIENCE

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#### Sr. Digital Marketplace Specialist

Crocs, Inc - Oct 2024 - Present

*Deliver sustained revenue growth, efficiency, and direct P&L impact by managing marketplace operations, compliance, and optimization across Amazon, Target+, TikTok Shop, and eBay.*

- Increased revenue 12% YoY and lifted conversion 15% through PDP optimization, data accuracy, and retail readiness.
- Improved catalog accuracy 30% by strengthening data governance and syndication, reducing errors and ensuring compliance.
- Maximized seasonal revenue by executing pricing strategies aligned with GTM calendars, holidays, and marketplace sales events.
- Drove catalog alignment across marketplaces and the site, delivering a unified and consistent customer experience.
- Delivered weekly and monthly KPI insights (GMV, ASP, AOV) to leadership, enabling data-driven decisions with direct P&L impact.

#### Marketplace Specialist, Amazon

Crocs, Inc - Aug 2022 - Oct 2024

*Optimized Amazon marketplace operations to improve CTR, conversion, and CX by managing ASIN accuracy, A+ Content, and PDP enhancements, delivering measurable gains in visibility and sales performance.*

- Increased organic traffic 20% and boosted conversion 12% through SEO-driven optimization of titles, bullets, and keywords.
- Supported NIS and product launches by managing ASIN setup and troubleshooting to ensure accuracy and on-time readiness.
- Enhanced conversion by developing A+ Content, infographics, and PDP visuals aligned with UX/CX best practices.
- Executed seasonal collaborations and campaigns with cross-functional teams to optimize content and maximize launch impact.
- Drove sales growth through A/B testing of titles, images, and pricing to scale winning variants.

#### Brand Owner, Amazon

Self Employed - Jun 2015 - Aug 2022

*Built and scaled three private label brands as a one-person operation, managing everything from product sourcing and branding to optimization, marketing, and sales growth.*

- Launched 100+ products by identifying market gaps in Sports & Outdoors, Health & Household, and Beauty & Personal Care.
- Drove sales growth through SEO and PPC, applying self-taught skills in growth marketing to outperform larger competitors.
- Achieved six-figure annual revenue by scaling products profitably through lean operations and resourceful execution.

### SKILLS

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- **Core Skills:** Marketplace Operations | Growth & Optimization | Data Analytics & Reporting | Media & Advertising | CX Strategy
- **Digital Marketplaces:** Amazon Seller Central | Amazon Vendor Central | TikTok Shop | Target+ | eBay
- **Software:** Excel (Advanced) | Power BI | Stackline | Similarweb | Data Dive | Helium 10 | JungleScout | Photoshop | Figma | Monday

### EDUCATION

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**Master of Science, Management**  
University of Illinois (In Progress)

**Bachelor of Science, Design**  
Cal Poly Pomona (2015)