

Elle Purchase

SENIOR AMAZON BRAND MANAGER

ellen.purchase@icloud.com | 317-665-7052 | linkedin.com/in/ellepurchase

Brand Strategist with 10 years of strategic and tactical prowess across retail media, operations, creative, and SEO. My background sits at the intersection of brand management and performance marketing which gives me a unique ability to connect the brand vision with measurable growth outcomes. I'm known for uncovering hidden growth opportunities, adapting quickly to change, and staying grounded in what drives long term success. My approach balances strategy and execution with a clear sense of purpose behind every move.

Core Competencies

Brand & Catalog Optimization - Retail Media Strategy - Campaign Launch & Optimization -
Customer Acquisition - Pricing & Promotions - P&L Management - Media Budgeting & Forecasting - Global Expansion
Demand Planning - Conversion Optimization - Content Strategy - Competitor Analysis

Category Expertise

Beauty & Personal Care - Health & Wellness - Grocery & Gourmet

WORK EXPERIENCE

SENIOR ACCOUNT MANAGER

AO2 Management | Remote

11/2024-8/2025

- Led cross-functional team across PPC, Operations, Creative, and SEO to execute key brand initiatives across advertising, catalog optimization, creative development, and performance reporting.
- Developed and implemented a brand growth roadmap integrating paid media, content, promotions, inventory management, fulfillment, and compliance - uniting teams under the brand vision
- Brand Win #1:** Executed tactical plan that catapulted QoQ NTB customer growth by 30% QoQ with a 3x lift in repeat purchases via Subscribe & Save deal memberships.
- Brand Win #2:** Revitalized stagnant sales in two months resulting +57% sales lift MoM and 25% YoY growth through merchandising, advertising, and catalog improvements.

Clients: Spring Sunrise, American Culture, Concord Health, Himalayan Salt, Baudelaire, Driftline, Fuse Lenses, and InchBug

SR. SEARCH SPECIALIST, RETAIL MEDIA

Tinuiti | Remote

6/2024- 11/2024

- Managed \$100k-\$400k in monthly ad spend for mid-market and enterprise brands, optimizing ROAS performance through targeted bidding, placement testing, category refinements, and dayparting tactics.
- Eliminated \$100K+ in wasted ad spend by identifying numerous campaign inefficiencies
- Brand Win #1:** Boosted ROAS by 49% in under 30 days by restructuring campaigns to reallocate budget by product line,
- Brand Win #2:** Directed Prime Day strategy that skyrocketed top-of-search visibility by 125%, elevating sales by 930%, a tactic powered by competitive bidding and strategic keyword expansion.

Clients: Abena/Bambo, Zenna Home, Danco, Impex Fitness, Saranac Gloves, Dimplex, Ergodrive

RETAIL MEDIA MANAGER

Booyah Advertising | Remote

2/2023 – 9/2024

- Managed retail media performance for emerging CPG brands on Amazon and Walmart. Oversaw average monthly budget between \$5k-\$30k to drive visibility and growth across brand category.
- Launched, optimized and scaled Sponsored Products, Brands, Display, and Video campaigns, leveraging SKAI predictive analytics, bid optimization and real time portfolio budget reallocation
- **Brand Win #1:** Scaled new-to-brand sales by 35% using strategic non-brand targeting and premium top-of-search placements, which doubled ad-attributed sales and fueled topline revenue growth by 1.6x.
- **Brand Win #2:** Drove incremental revenue growth of +78% through multi-ASIN bundling strategy.

Clients: ESW Beauty, DUNE Suncare, Jack & Annies, Jake's Nut Roasters, LivSo, and Nature's Logic

PRINCIPAL CONSULTANT

Amazon Consulting | Remote

9/2016 - 2/2023

- Scaled multiple CPG brands from the ground up with revenue reaching 7-figures in less than 12 months.
- Led go-to-market execution from Canada, Asia, and Australia to US, managing sourcing, importing, logistics, and full catalog setup – including listing creation, catalog optimization, promotions, SEO, and launch advertising.
- **Brand Win #1:** Tripled revenue (\$300K → \$1.5M) in under two years by executing a multi-channel growth plan integrating on and off-channel paid tactics (Amazon, Meta, IG ads), brand repositioning, and global expansion
- **Brand Win #2:** Propelled revenue from \$8K to \$600K in Year 1 and \$2M in Year 2, securing #1 Best Seller status for eight consecutive months through optimized listings and strategic advertising.

Clients: 3:15pm, Somxl, NuCalmar, BelleCote, and Caviar of Switzerland, IllumiPeg

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

Indiana State University | Terre Haute, IN

8/2023- 12/2025

BACHELOR'S DEGREE, PSYCHOLOGY

Purdue Indianapolis | Indianapolis, Indiana

12/2015