

Andrew Nikolayev

E-commerce growth expert with 7+ years of hands-on experience building and scaling private label brands from scratch

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Professional Experience

E-commerce Brand Owner & Operator

Self-employed | 2016 – 2023

- Built and scaled a private label brand from scratch, generating over \$5M in total sales.
- Managed full-cycle Amazon operations: product research, sourcing, branding, SEO, PPC, logistics.
- Launched 15+ products on Amazon FBA, achieving multiple category bestseller rankings.
- Handled listing optimization, A+ content, keyword strategy, and review management.

E-commerce Manager (Contract)

Brand Launch Partner | 2020 – 2022

- Led Amazon brand launch under a revenue-share agreement, reaching profitability in 3 months.

Developed brand identity, managed listings, and oversaw promotions and advertising strategies.

E-commerce Consultant

Freelance | 2023 – Present

- Advise growing eCommerce brands on Amazon strategy, compliance, PPC, and catalog optimization.
 - Implement data-driven approaches for increasing conversion, improving account health, and reducing costs.
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Key Skills & Tools

- Amazon Seller Central
 - Listing creation & optimization (A+, backend keywords, titles, images)
 - Helium 10, Jungle Scout
 - Promotions, pricing strategies, and forecasting
 - Account health management and compliance
 - Product research, FBA logistics, keyword strategy
 - Google Sheets (Advanced), Photoshop, Canva, Notion
 - Fast learner of new software and tools
 - Problem-solving & project management skills
 - Highly adaptable, detail-oriented, and proactive
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Languages

- English – Professional working proficiency
 - Ukrainian – Native
 - Russian – Native
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Education

Bachelor's Degree in Engineering

Admiral Makarov National University of Shipbuilding, 2010
Mykolaiv, Ukraine