GAZI EL HALABI

SENIOR AMAZON & MARKETPLACE MANAGER

Amazon Growth · Marketplace Operations · Catalogue Strategy · US & EU Expansion · AI & Automation

Madrid, Spain · Open to Remote, EU & International Roles

+34 608 170 686 | elhalabigazi@gmail.com | gazielhalabi.com | linkedin.com/in/gazielhalabi



EXECUTIVE PROFILE

I solve the marketplace problems that quietly cost companies revenue.

Senior Amazon & eCommerce professional with **15+ years** across marketplace management, catalogue operations and digital commerce, including **11 years on Amazon** since 2015: **7 years selling on Amazon.com** with my own FBA brand, **20+ seller accounts on Amazon US and Canada** at a US-based consultancy, and brand-side work for **L'Oréal** and **Glanbia Performance Nutrition** across 10 European marketplaces, plus Amazon country management.

Systems Engineer with an **MSc in Business Intelligence & Big Data**, combining marketplace expertise with Python automation, PIM/master catalogue systems and AI localisation using **Claude, OpenAI and Gemini**, with KPI reporting in Power BI.

MARKETPLACE PROBLEMS I SOLVE: catalogue failures · suppressed listings · broken variations · international expansion bottlenecks · inconsistent product data · manual operations that cannot scale

SELECTED IMPACT

13.6×	+61%	+30%	11 YRS	12	500+
REVENUE IN 6 MONTHS	DAILY REVENUE	AVG. SALES GROWTH	ON AMAZON · SINCE 2015	AMAZON MARKETPLACES	ASIN ISSUES RESOLVED
DNIPRO-M	**GLANBIA**	**PRIMER · MIAMI**	**US · CANADA · EUROPE**	**US · CA + 10 IN EUROPE**	**CAREER TOTAL**
€22K → €300K / MONTH	€620K → €1M+ PER DAY	20+ US & CA ACCOUNTS	INCL. 7 YRS OWN US BRAND	EU4 / EU8	LISTINGS · VARIATIONS

PROFESSIONAL EXPERIENCE

AMAZON & MARKETPLACE GROWTH CONSULTANT — Independent · gazielhalabi.com

Sep 2026 – Present

Madrid, Spain · Remote

- Amazon growth strategy for brands on Amazon US and Europe (Seller and Vendor Central): catalogue audits, Amazon SEO, A+ content, variation fixes, marketplace expansion, localisation and AI automation, with KPI reporting in Power BI.

AMAZON COUNTRY MANAGER — Dnipro-M Spain

Mar 2026 – Sep 2026

Barcelona, Spain

- Monthly revenue grown from €22K to €300K (13.6×) across all channels, as the catalogue expanded from Amazon.es to Amazon DE, FR and IT, ManoMano, Leroy Merlin and Carrefour.
- Amazon.es catalogue grown from 200 to 600 SKUs, creating the operational foundation for European expansion.
- The same 600 SKUs published on Amazon DE, FR and IT from a Python-built master catalogue used as the source for AI localisation.
- Marketplace expansion extended beyond Amazon into Leroy Merlin, Carrefour and ManoMano, adapting content and operations per channel.

DIGITAL SPECIALIST — GLANBIA PERFORMANCE NUTRITION — eStoreLabs

Mar 2025 – Mar 2026

Remote from Spain

- Daily portfolio revenue grown from ~€620K to €1M+ (+61%), with 25–40% growth across individual European marketplaces driven by catalogue optimisation.
- 20% conversion improvement delivered through A+/B+ content, video optimisation and SEO-driven listing improvements.
- 50+ suppressed ASINs restored, resolving complex variation issues across Seller Central and Vendor Central and recovering catalogue availability.
- 40% reduction in manual catalogue errors achieved by implementing automation across product launches, attributes and catalogue workflows.
- 10 European marketplaces unified under a single operating model, integrating catalogue, content, account health and EU compliance.

DIGITAL SPECIALIST — L'ORÉAL IBERIA — eStoreLabs

Sep 2024 – Mar 2025

Remote from Spain

- ≈€2M/month Amazon business supported end-to-end, covering imagery, copy, flat files, SEO and the content lifecycle across design, copy and client stakeholders.
- 30% reduction in listing rejections achieved through content audits, competitor analysis and enforcement of brand and EU-market requirements.
- Product content syndication streamlined through Salsify and Opera, connecting product information management with marketplace execution.

SENIOR AMAZON SPECIALIST — Primer Seller Solution

Oct 2022 – Aug 2024

Miami, FL (US-based consultancy) · Remote

- 20+ seller accounts on Amazon US and Canada managed with an average +30% sales increase across the portfolio, diagnosing catalogue, SEO and Amazon Advertising issues and implementing marketplace optimisation.
- Broken variation structures rebuilt across Amazon US and Canada catalogues, restoring catalogue integrity.
- +30% organic traffic and +18% CTR delivered through keyword-optimised listing improvements.
- Double-digit revenue growth achieved during Prime Day and Black Friday campaigns through marketplace and advertising optimisation.

AMAZON FBA SELLER — OWN PRIVATE-LABEL BRAND — Amazon.com (US)

Jan 2015 – Feb 2022

Remote · Amazon.com (US marketplace)

- 7 years running a private-label brand on Amazon.com end-to-end (catalogue, listings, PPC, A+ content, FBA inventory and logistics), with a 25% conversion improvement.
- Multiple high-demand SKUs launched and scaled; account performance protected through suppression resolution and hijacker removal.

EARLIER CAREER — ENTREPRENEURIAL, COMMERCIAL & P&L LEADERSHIP

CHIEF EXECUTIVE OFFICER — Inversiones Gajen — Oct 2016 – Mar 2023 · Lechería, Venezuela

15+ employees led across multi-channel operations, reaching a top-10 MercadoLibre seller ranking. 15% cost-efficiency improvement delivered through B2B supplier negotiations. P&L, supply chain and sales operations owned end-to-end.

GENERAL MANAGER — Veniglobal 15000, C.A. — Jun 2012 – Feb 2022 · Lechería, Venezuela

500+ SKU catalogue scaled across online and offline channels, reaching top-10 MercadoLibre seller status. CRM implementation and digital transformation initiatives improved retention; B2B/B2C operations managed end-to-end.

SYSTEMS ANALYST — Saetha Business Group — Sep 2008 – Jun 2012 · Anzoátegui, Venezuela

Data-driven business decisions enabled through data analysis and CRM implementations; technical documentation aligned development and business requirements.

CORE EXPERTISE

AMAZON & MARKETPLACES

Amazon Seller Central · Amazon Vendor Central · Amazon FBA (US) / Pan-EU FBA · Brand Registry · Marketplace Operations · Amazon US & Canada · Catalogue & Variation Management · Account Health · Suppression & Hijacker Resolution · Buy Box · Listing Optimisation · Amazon SEO · A+ / B+ Content · Video Optimisation · Marketplace Expansion · EU4 / EU8

COMMERCIAL & DIGITAL COMMERCE

Amazon Advertising / PPC · Sponsored Products / Brands / Display · Amazon DSP · eCommerce Operations · E-merchandising · Conversion Optimisation · Product Launches · Demand Forecasting · Stock Planning & Replenishment · Inventory Health / IPI · Product Content Strategy · EU Compliance / VAT / OSS · Digital Transformation · P&L Ownership · Revenue Growth · Prime Day / Black Friday / Q4

DATA, AI & AUTOMATION

Python · SQL · Power BI / Tableau / KPI Reporting · Advanced Excel · Brand Analytics · Marketplace Analytics · Web Scraping · AI Localisation · OpenAI API · Gemini API · Claude · Master Catalogue · PIM · Business Intelligence · Big Data · Catalogue Automation

MARKETPLACES	Amazon US · Amazon Canada · Amazon EU · ManoMano · Leroy Merlin · Carrefour · eMAG · eBay · Wallapop · MercadoLibre · TikTok Shop
AMAZON TOOLS	Helium 10 · Jungle Scout · Keepa · DataDive · Sellerboard · Perpetua · Manage Your Experiments
ECOMMERCE & PIM	Shopify · WooCommerce · PrestaShop · Magento · ChannelEngine · Salsify · Opera · Odoo (ERP)
CREATIVE & AI	Photoshop · Figma · Canva · CapCut · Final Cut Pro · ChatGPT · Nano Banana (Gemini) · Higgsfield · Seedance
PRODUCTIVITY	Google Sheets · Notion · Asana · Monday · Trello · Slack · JIRA

TECHNOLOGY & AUTOMATION PROJECTS

Amazon Catalogue Scraper

Python · Amazon · PIM

A Python tool that scrapes live Amazon.es listing content into a master catalogue, cross-checked against the brand website to flag data discrepancies. It became the source for AI localisation of 600 SKUs per market into DE/FR/IT.

AI Localisation Pipeline

Claude · OpenAI · Gemini

Marketplace localisation scaled from a few listings per day to hundreds by building an AI pipeline that generates native ES/IT/FR/DE content and exports marketplace-ready flat files.

AI Image Text Localiser

Python · Multimodal AI

Image localisation scaled into a batch workflow, preserving product-image design, typography and layout while generating ready-to-upload folders for each target market.

EDUCATION & LANGUAGES

MSc Business Intelligence & Big Data
Instituto Europeo de Posgrado (IEP), Spain · 2023–2025

Advanced Executive Program — Business Intelligence & Big Data
Summa University · 2023–2025

Systems Engineer — BSc Computer Engineering
Universidad de Oriente, Venezuela · 2003–2008

Spanish	**Native**
English	**Professional**

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