

NATHAN HOLENDER

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PROFESSIONAL SUMMARY

Versatile Industrial & Systems Engineer with 3+ years of experience at Amazon, combining strategic thinking, commercial acumen, and operational leadership. Experienced in scaling production operations, driving brand revenue growth, and building marketing strategies that consistently outperform benchmarks. Cross-functional communicator skilled at managing multi-stakeholder relationships across Latin America, Europe, and Canada. Comfortable leading in fast-paced, ambiguous environments — whether negotiating commercial deals, optimizing workflows, or launching regional campaigns from scratch.

PROFESSIONAL EXPERIENCE

Production Manager — Amazon

Dec 2024 – Present

Production Manager for TVOD and Channels/Subscriptions scaled asset production within Prime Video International (PVI) — owning end-to-end production operations across Latin America, Europe, and Canada.

- Led the TVOD production process standardization initiative following the PVI marketing integration between EU and Latin America/Canada regions — authoring the unified production workflow document and aligning multiple stakeholders (design agency, marketing managers, partner managers) into a single way of working across both regions.
- Currently leading the pilot to onboard Events asset production into the internal agency for EU, transitioning from a single-designer model to a scalable production process.
- Delivered 51,294 assets (+70.4% year-over-year) supporting 1,184 campaigns (+25.8% year-over-year), while reducing rush rate from 5.0% to 3.9% through workflow optimization.
- Served as primary liaison between Amazon Music and Prime Video for high-visibility partnerships, coordinating cross-functional delivery for Vive Latino 2025 and Bad Bunny's livestream across Latin America, reaching 9M+ active viewers.
- Standardized template production and optimized marketplace asset packages, achieving ~10% waste reduction and streamlining cross-team communication by removing intermediary steps.
- Executed complex regional campaigns across Latin America, Canada, and ANZ — navigating multi-studio approval processes and compliance standards (Apple TV+, HBO Max, Globo, Crunchyroll, Universal+, MGM+, Paramount+, Mubi, among others) while delivering with perfect accuracy across tight timelines.

Vendor Manager | Brand Specialist — Amazon

Feb 2024 – Dec 2024

Managed a top Amazon Fashion brand to drive growth and deliver best-in-class customer experience on Amazon.com.mx.

- Surpassed Gross Merchandise Sales goals for the account (\$13.8MM, +72.04% year-over-year, +42% vs. goal) while maintaining a Contribution Margin of 2.32 (+9.55% year-over-year).
- Automated ~50% of purchase orders through catalogue strategy changes, reducing late deliveries and order rejections.
- Expanded selection by onboarding ~3,000 new product listings while identifying and resolving pricing issues.
- Led vendor presentations and acted as main point of contact, managing the end-to-end commercial relationship.

Marketing Specialist — Amazon

Feb 2024 – Dec 2024

Responsible for Outbound and Inbound communication channels of the Amazon Soflines business group.

- Delivered homepage campaigns consistently achieving 3x the site-wide Click-Through Rate average (11.7%-13.5% vs. 4.3% benchmark during Q4 High Velocity Events), ranking as a top engagement contributor across all business groups.
- Managed 3 weekly outbound campaigns reaching ~200,000 customers, 30+ monthly brand campaigns reaching ~25,000 customers each, and monthly gateway placements (hero banners, mobile dashboards, quad cards) reaching 1-2M recognized customers per placement.
- Optimized customer segments to improve targeting and Click-Through Rates across email and push notification channels.
- Guided the lifecycle project to attract new customers to Amazon Fashion, reduce lapsed customer percentage, and increase conversion rates.

Product Management Specialist — Amazon

Aug 2023 – Feb 2024

Manager of Size and Fit related projects on Amazon Soflines for the Mexico marketplace.

- Led sizing initiatives that reduced product return rates by 1-2%, enhancing customer experience and reducing operational costs.
- Successfully onboarded international customer experience enhancement projects into the Mexico marketplace, leading cross-border implementation with multiple stakeholders.
- Led a team of 3 on a continuous improvement project to enhance the customer journey.
- Generated standardized mechanisms and procedures to optimize operational processes for internal data quality.

EDUCATION

Industrial and Systems Engineering

August 2019 – July 2023

Instituto Tecnológico de Estudios Superiores de Monterrey

Business Management

September 2022 – December 2022

IPAG Business School Paris

EXTRA-CURRICULAR

- Social Service: Investigation for Fundación Tierra de Artistas
- Supply Chain Management courses (LinkedIn Learning)
- Scrum Foundation: Scrum methodology certificate

LANGUAGES

English — Professional proficiency **Spanish** — Native

PROFESSIONAL SKILLS

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| • Operations & Production Management | • Cross-Functional Program Coordination | • Data-Driven Process Optimization |
| • Campaign Strategy & Execution | • Stakeholder Management | • Workflow Automation (Airtable, Salesforce) |
| • Big Data Analysis | • Customer Experience Optimization | • Project Management (Agile/Scrum) |
| • Strategic Vendor Relationships | • Merchandising & Product Management | • Adaptability to New Environments |