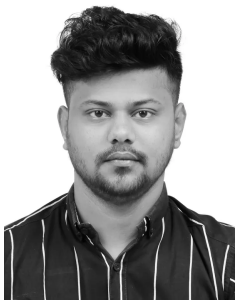


# Vaishakh S



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## Professional Summary

Goal-oriented customer service and e-commerce manager with nearly 6 years of relevant experience who is performance-driven and motivated. Possess well-developed communication skills and excellent time management abilities. The Customer Obsessed Award winner with strong attention to detail and accuracy and determination to achieve exceptional results. Offers excellent time management skills and the important ability to work independently or in a team. Eager to join your esteemed organization and contribute to its growth.

## Skills

### Leadership

### Great verbal and written communication

### Analytical skills

### Quality Assurance

### Content Writing

### Social Media Marketing

### Microsoft Office

MS Excel, Powerpoint, Word

### Digital Marketing

### SEO and SEM

### Google Analytics

## Professional Experience

### E-commerce Manager

#### Ashtel Group of Companies

03/2022 – 06/2023 | Dubai, United Arab Emirates

- Ensure the team follows the operational processes; from order entry to the delivery of goods
- Analyzing support workflows and making suggestions to improve efficiency and effectiveness
- Preparing performance and sales reports by collecting and analyzing data
- Managing sales through our own website and other E-commerce platforms like Amazon, Elgrocer, etc
- Prepare and upload product listings including content writing for various e-commerce platforms like Amazon, and Elgrocer also regularly check inventory details
- Establish a necessary direct relationship with e-commerce retailers to feature company products on their platforms
- Ensuring the team is receiving and responding to e-commerce customer inquiries
- Generate leads through digital marketing.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

### Customer Success Advisor

#### Obopay Technologies

01/2021 – 11/2021 | India

- Delivered exceptional customer service by proactively listening to concerns and answering questions
- Generated Key Performance Indicator reporting to drive better performance
- Used Microsoft Word and other software tools to create documents and clear communications.
- Developed plans and strategies to promote continuous improvement
- Engaged with stakeholders to build relationships and brand awareness
- Serve as the lead point of contact for all customer account management matters
- Build and maintain strong, long-lasting client relationships

## Education

### **Nehru Institute of Engineering and Technology**

Bachelor of Engineering in Electrical and Electronics

2013 – 2017 | Coimbatore, India

## Certificates

- Customer Relationship Management (CRM)
- Communication Management
- People Management
- Digital Marketing

## Languages

English



Malayalam



Tamil



Hindi



Kannada



- Negotiate contracts and close agreements to maximize profits
- Develop trusted advisor relationships with key accounts, customer stakeholders, and executive sponsors
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Develop new business with existing clients and/or identify areas of improvement to meet sales quotas
- Forecast and track key account metrics (e.g. quarterly sales results and annual forecasts)
- Prepare reports on account status
- Collaborate with sales team to identify and grow opportunities within territory
- Assist with challenging client requests or issue escalations as needed

### **Team Leader - Customer Service**

Amazon Development Center

06/2017 – 12/2020 | Bangalore, India

- Provided detailed analysis and actionable insights into customer and seller transaction trends to support and influence business decisions
- Processing of claims of the customer against the seller through deep dive into the profile
- Identifying the deceit of customers and sellers and escalating with valid proof to the respective team
- Engage in frequent written and verbal communication with department management, risk analysts, risk engineers, other company associates, and third parties to accomplish goals
- Report and works as an alarm system for failures as well as compliance metrics across all the transactions
- Analysis and Management of Organizational Risks
- Specialized Risk Analyst in the field of A-Z Claims
- Process Improvement and SOP preparation
- Team and Process Calibration. Quality improvement and Pattern Recognition.
- Professionally handled difficult customer complaints and objections to maintain first-class customer service standards
- Recruited, trained and developed team members
- Resolved employee relations issues and navigated disciplinary proceedings
- Provided leadership and direction for employees, supervising activities to drive productivity and efficiency
- Analysed Key Performance Indicator (KPI) data to identify trends and achieve team goals
- Aided senior leadership during executive decision-making processes and generated daily reports to recommend corrective actions and improvements
- Trained new personnel regarding company operations, policies and services
- Followed-through on all critical inter-departmental escalations to increase customer retention rates