

# ARSHPREET KAUR

E-commerce & CRM Associate

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## SUMMARY

Results-driven E-commerce Professional with proven expertise in managing direct-to-consumer platforms, driving sales growth & optimizing customer experience. Demonstrated success in implementing effective digital marketing strategies, analyzing performance metrics, and streamlining operations on WooCommerce & Shopify. Strong track record in customer acquisition and retention through innovative CRM frameworks & data-driven decision making, consistently achieving exceptional ROI and revenue targets.

## PROFESSIONAL EXPERIENCE

Shades of India Crafts Pvt Ltd, Noida

(May 2022– Present)

E-commerce & CRM Associate

- **D2C Strategy & Operations:** Developed and executed comprehensive D2C strategies for WooCommerce and Shopify platforms, optimizing both frontend and backend to enhance user experience and drive conversions
- **Sales Performance:** Successfully achieved monthly and quarterly sales targets, delivering month-on-month growth with a ROAS of 4.2 through strategic campaign planning
- **Digital Marketing Management:** Implemented integrated marketing campaigns across social media, WhatsApp, and email channels, resulting in significant traffic increase and online sales growth
- **Customer Experience & Retention:** Launched a comprehensive CRM loyalty framework that increased client retention and acquisition by 32%, enhancing the end-to-end customer journey
- **Analytics & Data-Driven Decisions:** Utilized Google Analytics to monitor website traffic, conversion rates, and customer behavior, optimizing marketing strategies based on performance insights
- **Inventory & Order Management:** Streamlined order fulfillment processes and inventory management to ensure product availability and timely delivery to customers
- **Cross-Functional Collaboration:** Worked closely with web development and marketing agencies to ensure consistent brand experience across all customer touchpoints

### Skills:

- **Ecommerce Platforms Management:** WooCommerce, Shopify (Backend & Frontend)
- **Conversion Optimization:** EOSS management, A/B Testing, User Experience (UX) Design
- **Digital Marketing:** Campaign Ideation & Execution, SEO Optimization, Google Analytics
- **Order Management:** Inventory Management, Fulfillment Optimization
- **Customer Relationship Management:** Client Communication, Issue Resolution
- **Project Management:** Agency Liaison, Cross-Functional Collaboration

Shades of India Crafts Pvt Ltd, Noida

(May 2019 – April 2022)

Assistant Manager -HR

- **Project Management:** Led multiple projects in natural resource management, ensuring timely delivery and achievement of objectives
- **Stakeholder Relations:** Built and maintained strong partnerships with NGOs, community organizations, and government agencies
- **Data Analytics:** Conducted comprehensive data analysis and impact assessments to inform strategic decision-making.

NR Management Consultants Pvt Ltd., New Delhi  
Assistant Manager

(September 2015 – April 2018)

- **Project Management:** Led multiple projects in natural resource management, ensuring timely delivery and achievement of objectives
- **Stakeholder Relations:** Built and maintained strong partnerships with NGOs, community organizations, and government agencies
- **Data Analytics:** Conducted comprehensive data analysis and impact assessments to inform strategic decision-making

## PROJECTS UNDERTAKEN

1. Evaluation of HCL Foundation Urban CSR.
2. Monitoring and Evaluation of the “Strengthening Child Rights in Cotton Farming Districts of Punjab and Haryana” supported by Ikea Foundation.
3. Assessment of UNICEF Adolescence Programme- AdhaFull.
4. Study on the prospects of economic forestry with special reference to livelihood, skill requirement and market linkage of artisans on bamboo craft in Assam, Meghalaya and Nagaland.
5. Intervention to enhance human resource skills and process at Shades of India Crafts Pvt Ltd.
6. Dissertation: Bio-Carbon Estimation of the World Bank Funded Mid Himalayan Watershed Development CDM Sub-Project In Himachal Pradesh.
7. Internship: Intervention of World Bank funded Mid- Himalayan Watershed Development Project in the enhancement of Income and Productivity potential in Himachal Pradesh.

## EDUCATION

M. Sc. Natural Resource Management (August 2013 – July 2015)  
University School of Environment Management, G.G.S. Indraprastha University

PG Diploma Nanotechnology (August 2012 – July 2013)  
Maitreyi College, University of Delhi

B. Sc. Life Sciences (August 2009 – July 2012)  
Gargi College, University of Delhi

## LANGUAGES

English, Hindi and Punjabi

## REFERENCES

Available on request