

## **KAZHIYUR BADRINATH**

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### **PROFESSIONAL SUMMARY**

Operations and catalog specialist with 5.6 years of experience at Amazon, driving process excellence, automation, defect reduction, and catalog optimization across global marketplaces. Skilled in data-driven problem-solving, SOP design, product launch execution, and stakeholder management.

### **CORE SKILLS**

- Process Improvement & Lean | SOP Development | Catalog Optimization
- Product Launch Readiness | Data Analysis | Troubleshooting Frameworks
- Stakeholder & Vendor Management | Automation Ideas | Quality Governance
- Helium10 Search Optimization | Account Handling | Business Reviews

### **PROFESSIONAL EXPERIENCE**

Transportation Specialist — Amazon India | Jul 2025 – Present

- Managed shipment operations and resolved high-priority escalations ensuring SLA adherence.
- Collaborated with cross-functional teams to identify workflow gaps and implement corrective steps.
- Supported automation initiatives to reduce manual dependency and improve accuracy.
- Coordinated with customers and factories to ensure timely delivery of orders and smooth supply flow.
- Handled customer documentation and vendor application forms with timely submission.
- Coordinated with suppliers and office staff for accurate and timely logistics documentation.
- Collaborated with freight and logistics teams to ensure on-time supply dispatch.
- Worked closely with the marketing team to align order requirements with supply timelines.
- Coordinated with customers and delivery station to ensure timely delivery of orders and uninterrupted supply flow.
- Completed vendor application forms and customer-required documentation accurately and within deadlines.
- Coordinated with suppliers and office staff to ensure timely logistics documentation and process compliance.
- Collaborated with freight and logistics teams to ensure on-time supply dispatch and shipment tracking.
- Worked with the marketing team to align orders, promotional plans, and supply schedules.

#### Catalog Lead — Amazon India | Jun 2023 – Jul 2025

- Created, optimized, and audited product listings across global marketplaces ensuring 100% data accuracy.
- Conducted quality checks, RCA, and process audits improving catalog accuracy by 18%.
- Designed SOPs and introduced automation tools, including an AI-driven Excel reporting solution.
- Used Helium10 and search-optimization strategies to keep products ranked at the top of search results.
- Managed vendor and brand accounts, recommending tailored catalog and optimization solutions.
- Conducted business reviews and built data-driven short- and long-term sales growth strategies.
- Specialized in product launch readiness and brand campaign management.
- Led Samsung Q3 launch QA and delivered defect-free listings during high-visibility events.

#### Catalog Associate — Amazon India | Sep 2021 – Jun 2023

- Managed and updated product data including titles, images, pricing, and attributes.
- Performed regular catalog audits ensuring compliance with Amazon global standards.
- Collaborated with cross-functional teams to strengthen catalog governance frameworks.

#### Process Associate — AG Health | Jun 2020 – Aug 2021

- Handled healthcare data processing achieving 100% SLA compliance.
- Supported SOP optimization and daily workflow documentation.

#### **KEY PROJECTS**

- CA Marketplace Reporting & SOP Standardization — Created structured SOP with workflows, troubleshooting guidelines, and CTIs; resolved TTR TP90 discrepancies and maintained accurate WBR/MBR/EOD reporting.
- Major Product Launches — Managed variation fixes across 100+ ASINs (Pixel 9) generating \$423K GMS; supported Samsung S24 FE, Ring AI Smart Ring, Galaxy Book5 Pro contributing \$116.5K GMS.
- Reactive Task Support — Resolved 3,500+ ASIN issues across AU/CA Softlines & Hardlines; improved operational alignment through training vendor and brand specialists.

#### **EDUCATION**

Bachelor of Science (Physics), Osmania University — Hyderabad, Telangana