

BALMUKUND KUMAR KARN

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Objective

Results-driven E-commerce professional with over 5 years of experience managing online marketplace operations across platforms like Amazon, Flipkart, Myntra, Nykaa, and Purp1le. Skilled in product listing optimization, inventory management (FBA & FBF), PPC advertising, and driving sales through data-driven strategies. Proven track record in onboarding quick commerce platforms, executing promotional campaigns, and ensuring customer satisfaction. Strong analytical mindset with expertise in tools like Helium 10 and Amazon Pi. Holds an MBA in Marketing and a Bachelor's in Computer Applications.

Experience

● Ozone Pharmaceuticals Limited

E-commerce Assistant Manager

2023 - Present

- Managed and optimized operations across leading marketplaces such as Amazon, Flipkart, Nykaa, Purp1le, Myntra, Meesho, Smytten and other leading marketplaces including product listing, pricing, inventory control, and order fulfillment.
- Onboarded and launched E-Commerce & Quick Commerce platforms to expand brand reach and sales channels.
- Planned and executed platform-specific promotions, lightning deals, and major sales campaigns (Diwali, Prime Day, BBD), coordinating with creative and social media teams for visibility assets.
- Developed and implemented advertising strategies (Amazon PPC, Flipkart ROI) to increase product visibility and drive sales.
- Collaborated with the PR and social media teams to boost brand awareness across D2C websites and marketplaces through coordinated campaigns, influencer outreach, and editorial promotions.
- Partnered with branding and product teams to launch new SKUs, manage GTM strategies, and execute high-impact product launches.
- Monitored and analyzed sales data, performance metrics, and competitor activity to identify growth opportunities and optimize campaign effectiveness.
- Strategically defined and adjusted pricing, maintaining margin health, Buy Box share, and price parity across all platforms.
- Coordinated with supply chain and warehouse teams to forecast demand, manage replenishment, and ensure smooth dispatch operations, minimizing RTOs.
- Conducted regular audits to ensure listing hygiene, fixed suppressed or mismatched listings, and maintained best-in-class catalog quality with A+ content and SEO-driven keywords.
- Handled customer queries, returns, and feedback to maintain strong seller ratings and customer satisfaction.
- Ensured full compliance with marketplace policies and operational SLAs to avoid penalties or account suspensions.
- Prepared and delivered regular performance reports with actionable insights across sales, ads, conversions, and returns.

Ozone Pharmaceuticals Limited Senior E-commerce Executive	2022 - 2023
GGJ Solutions Pvt. Ltd. E-commerce Catalogue Executive	July 2021 - Dec 2021
Genflip Marketing E-commerce Catalogue Executive	2020 - 2021
GIIR Communications India Pvt. Ltd. Digital Executive	2018 - 2019
● DBM MARKETING INDIA PVT. LTD Business Development Executive	2015 - 2018
● Multybyte Marketing Pvt. Ltd. Business Development Executive	2014 - 2015

Education

- **Bihar Board**
Higher Secondary School 2002
- **Bihar Intermediate** 2005
- Senior Secondary School
- **Punjab Technical university, Jalandhar** 2011
- Bachelor of Computer Application
- **Amity University, NOIDA** 2016-2018
- MBA in Marketing

Skills

- Unicommerce / Vinculum (Order & Inventory Management)
- Shopify (D2C Store Management)
- EasyEcom (ERP Integration Tools)
- Amazon Brand Analytics, Amazon Pi, Google Analytics (Analytics & Reporting)
- Excel (Pivot Tables, VLOOKUP & other Excel Functions)
- Helium 10 (Product & Keyword Research)
- Microsoft Office / Google Workspace (Docs, Sheets, Slides)
- Customer Queries Management (Interakt)

Languages

- English
- Hindi

Personal Details

- Date of Birth : 09th Jan. 1987
- Marital Status : Married