

CURRICULAM VITAE

AASTHA TANEJA

Address-16/5, Lal Quarter, Lohia Nagar, Ghaziabad

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Objective

Dynamic and results-oriented E-Commerce Manager with over 5+ years of experience in optimizing e-commerce platforms and driving online sales growth. Skilled in managing operations on various Marketplaces. Proven ability to build strong relationships, solve complex problems, and lead teams to achieve strategic goals. Seeking to join a forward-thinking organization where my expertise in e-commerce management, project execution, and customer engagement can contribute to sustained business success and innovation.

Educational Qualification

- ❖ **Graduation (B.COM) from DU SOL,**
- ❖ **PGDM Major Finance from IMT (Correspondence)**
- ❖ **Intermediate passed from CBSE in 2014 from Shri Thakur Dwara Balika Vidhayalaya**
- ❖ **6 month basic course of computer knowledge from NIIT**
- ❖ **3 month course of tally from NIIT**
- ❖ **Knowledge of MS Office applications**

Core Competencies

- ❖ **Relationship Building**
- ❖ **Proactive approach**
- ❖ **Problem solving & decision making**

Professional Experience

- ❖ **Working As E-commerce Manager in HomeMate Smart Private Limited – (Feb 2023- Present)**
 - Management of Online Marketplaces (Amazon.in, Flipkart etc)
 - Creating and Managing FBA Shipments.
 - Manage and optimize **Ad Campaigns** on Marketplaces Like Amazon.in and Flipkart.
 - Manage the content creation and listing of products across all marketplaces.
 - Management of Return, Claims, Reimbursements.
 - Review and ensure product listings are clear, complete & meet the standards.
 - Develop sales strategy for existing inventory and new product launches.
 - Review competitors and keep track of new products and their pricing.
 - Creating Coupons, Promotions, Deals on market place like Amazon.in.
 - Delivered promotional activity to drive sales and competitiveness whilst supporting effective stock management.
 - Responsible for merchandising, sourcing, marketplace account management functions.

- Coordinate with Logistic Team.
- Solving Customer Complaints and Queries.

❖ **Working As E-commerce Executive in Leading IT Company EG Logics Softech PVT LTD.(Website-Idiya.co.nz)-22-Feb-2021-31-May-2022.**

(Listing Of Products on International Website Idiya.co.nz and On international marketPlace Like Travevine).

❖ **Worked As E-commerce Executive in Leading E-commerce company PTC Engineering Pvt Ltd (Website-Peng Essentials.com) -17-Aug-2020-21-Feb-2021.**

- Listing of products on all online portals-Amazon.in, Flip kart, Snap deal, Meesho, GEM Manage and confirm orders on different marketplace, Managing B2B portals like India mart, Exporters India etc
- Knowledge of Advertising, Campaign Creation and A+ Content on amazon.
- Knowledge of listing on Magento 2.0 portal

❖ **Worked as E-commerce Executive in Leading E-Commerce company, SG CRAFTBAZAR PVT LTD**
(Listing of products on all online portals, Manage and confirm orders on different marketplace, Managing B2B portals like Indiamart, ExportersIndia etc) –(24-Jan-2018)-(1- August-2020)

❖ **Worked as Customer Support executive in ELCOTEK INDIA PVT LTD**

Skills

- ❖ MS Office applications.
- ❖ Basic Knowledge of Photoshop, Banner Designing, Etc.
- ❖ Advance Excel.
- ❖ Marketing Amazon Ads & Flipkart Ads
- ❖ Competitor Analysis
- ❖ Familiar with Amazon PI and Helium 10

Personal Profile

Fathers Name : **Mr. Ashok Taneja**
Date Of Birth : **12 June 1996**
Language Known : **Hindi, English, Punjabi**
Nationality : **Indian**
Marital Status : **Single/Unmarried**
Gender : **Female**

Date:
Place:

(AASTHA TANEJA)