

PRIYANSHI PATHAK

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Date of Birth: 10 April 2003

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PROFESSIONAL SUMMARY

Results-driven **Ecommerce Executive** with **4+ years of experience** in managing sales, operations, and digital marketing across major online marketplaces like **Amazon, Flipkart, Meesho, Jiomart, Moglix**, and more. Expertise in **Seller Central, Vendor Central, Seller Flex, and FBA/FBF fulfilment models** to optimize product visibility, manage inventory, and enhance order fulfilment. Adept at leveraging **data analytics, advertising (Amazon PPC, Flipkart Ads), keyword optimization, and competitor research** to drive revenue growth and brand positioning. Skilled in **inventory planning, Buy Box strategy, pricing optimization, and customer engagement** to maximize sales performance.

WORK EXPERIENCE

Ecommerce Executive

Broadway Infotech, Noida

(March 2024 – Present)

- Spearheaded **sales strategies** across **Amazon, Flipkart, Vendor Central, and Moglix**, driving a **30% increase in annual revenue**.
- Managed **Amazon Seller Central, Flipkart Seller Hub, and Vendor Central operations**, optimizing **listings, inventory, and fulfilment** to enhance sales performance.
- Conducted **competitor analysis and market research** to refine pricing strategies and improve **Buy Box win percentage**.
- Collaborated with **Amazon retail seller partners (Clicktech & CocoBlu)** for enhanced marketplace visibility and growth opportunities.
- Streamlined **inventory and order management**, reducing **stockouts and improving fulfilment efficiency**.
- **Work closely with so many popular brands- Zebtronics, TSC, TVSE, CP PLUS, BOSCH, KARCHER, RUGTEK, SIMMTRONICS, GODREJ, AMAZFIT, BROTHER, HONEYWELL, TATA, etc.**
- Negotiated with **vendors and category managers** to improve **profit margins and promotional placements**.
- Analyzed sales data to identify trends and recommend strategies for product optimization, promotional campaigns, and inventory management.
- Experience with managing all aspects of Amazon's Vendor Central, including purchase orders, pricing updates, and account health monitoring.
- Experience onboarding new brands and ensuring products meet platform standards.
- Managing customer inquiries, returns, and complaints to maintain high satisfaction levels.
- Maintained regular communication with Account Managers on Flipkart and Amazon to ensure smooth operations and address any account-related issues.

Ecommerce Executive

Manogyam E-Commerce Pvt. Ltd., Noida |
(July 2022 – February 2024)

Responsible for planning and selling the company's products to all eCommerce platforms
(Amazon, Flipkart, Shopsy, Jiomart, Meesho, Glowroad, Indiamart){B2B & B2C}

- Manage orders processing
- Return Management
- Deals, coupons, promotion, and rewards on Flipkart and Amazon
- **Keywords optimization.**
- Dealing with offline buyers on India Mart.
- Listing of products across all marketplaces.
- Review , optimization and ensure product listings are clear, complete & meet the standards.
- **A+content** creation on Amazon
- Develop sales strategy for existing inventory and new product launches.
- Review competitors and keep track of new products and their pricing.
- Monitor daily & monthly sales, inventory and generate reports.
- Handling Customer Support Responsibilities.
- Knowledge of Online Promotions, Coupons, Rewards and Advertising
- Pricing and Buy Box management on all e commerce platforms.
- Provide solutions to optimize system and improve process.
- Planning & Creation of **FBA** and **FBF** Shipment and Manage all FBA and FBF Inventory.
- **Stock Management** on all marketplaces
- Knowledge of **OMS Guru** Software

Ecommerce Executive

Winkel Enterprises & Kam Global
(August 2020 – August 2021)

- Managed seller accounts on Amazon & Flipkart driving significant sales growth and enhancing brand presence.
- Developed and executed effective SEO and PPC strategies to improve product rankings and visibility across multiple ecommerce platforms.
- Monitored and analyzed sales data, customer reviews, and feedback to refine product listings and enhance customer satisfaction.
- Product Listings & Cataloging
- Return Management.
- Stock management on all Marketplaces.
- Keyword Research and Product Ranking.
- Pricing.
- Daily Operations.
- Order Processing.

EDUCATION

Bachelor's in Commerce | MMH College (*August 2020 – August 2023*)

Higher Secondary (12th Pass) in Commerce | Saraswati Vidya Mandir, Ghaziabad (*June 2018 – July 2020*)

SKILLS & EXPERTISE

- ✓ **Ecommerce Operations:** Amazon Seller Central, Flipkart Seller Hub, Vendor Central, Meesho, Jiomart, Moglix.
 - ✓ **Inventory & Stock Management:** FBA, FBF, Easy Ship, Order Processing, Stock Monitoring
 - ✓ **Digital Marketing & Advertising:** Amazon PPC, Flipkart Ads, SEO, A+ Content, Keyword Optimization
 - ✓ **Sales & Growth Strategies:** Buy Box Management, Pricing Optimization, Promotions, Coupons, Deals
 - ✓ **Competitor Analysis & Market Research:** Data Analytics, Sales Forecasting, ROAS, ACOS Optimization
 - ✓ **Customer Support & Engagement:** Review Management, Q&A Handling, Retention Strategies
 - ✓ **Technical Tools:** Seller Flex, OMS Guru, Helium 10, Jungle Scout, Microsoft Excel, Google Sheets
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CERTIFICATIONS & ACHIEVEMENTS

- **Successfully increased annual sales by 30%** at Broadway Infotech through strategic ecommerce management.
 - **Amazon Advertising & PPC Mastery** (Self-Learning & Experience-based Expertise).
 - **Advanced Excel for Data Analytics** – Used for **sales tracking, inventory forecasting, and performance reporting**.
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LANGUAGES

- **English**
 - **Hindi**
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