

## Mr. Debkumar Biswas

📍 : Biswas Bhaban, Beside Adrsha Bidyamandir,  
3/20A Seth Bagan Road, Dum Dum, Kolkata- 700030, West Bengal, India.

📞 : (+91) 8777015296// 7278997630

✉️ : [debkumar.pcc@gmail.com](mailto:debkumar.pcc@gmail.com) 🔗 : [www.linkedin.com/in/debkumar-biswas-937aba216](https://www.linkedin.com/in/debkumar-biswas-937aba216)



Highly accomplished **Marketplace, Quick Commerce, Shopify-based e-commerce website and Finance Operations professional** with comprehensive expertise across **all major Indian e-commerce and Q-commerce platforms**. Backed by a strong **finance and accounting background**, with in-depth knowledge of **GST, TDS, statutory compliance, accounting procedures, and bill-to-bill reconciliation**. Possesses extensive experience in the **online jewellery sector**, managing **sales, procurement, inventory, and pricing** of high-value products. Proven leader in **administration, centralized attendance systems, payroll processing, and multi-branch operations**. Recognized for exceptional **multi-tasking ability**, seamlessly managing multiple functions and priorities simultaneously in fast-paced environments.

### ACADEMIC CREDENTIALS

- **MBA/PGDM**– MIT, Pune - Marketing Management- Digital Marketing in 2024.
- **M.Com** – University of Calcutta – Finance in 2003
- **B.Com (Hons)** - University of Calcutta – Accounts in 2001

### PROFESSIONAL CREDENTIALS

- **D.F.A.S.** – West Bengal State Youth Centre in 2002.

### CORE COMPETENCIES

#### **Strategy & Planning:**

- Develop and implement a comprehensive e-commerce strategy aligned with the company's goals.
- Set and achieve sales targets and KPIs for the e-commerce division.
- Conduct market research to identify trends, opportunities, and competitive analysis.

#### **E-Commerce Marketplace & Account Management**

- **Platform Expertise:** Oversee the day-to-day operations of the e-commerce across major platform (Shopify) including Amazon.in, Flipkart, Ajio, Myntra, Nykaa, Google Merchant Centre, Blinkit and Paytm ensuring a seamless and positive customer experience.
- **Account Management & Onboarding:** Successfully handled the onboarding process, account management, and payment processing for multiple online marketplaces, ensuring smooth operations and compliance.
- **Detail-Oriented Operations:** Maintained consistently low error rates by applying meticulous attention to detail in all aspects of marketplace management.
- **Independent & Efficient:** Demonstrated strong time-management skills, effectively prioritizing tasks and working independently to meet deadlines and objectives.
- **Team Collaboration:** Actively contributed to a positive team environment, providing support to colleagues to achieve and exceed service level agreements (SLAs), quality standards, and overall team goals. Coordinate with the IT team to ensure the website is optimized for performance, security, and user experience.

## Strategic Procurement & Supply Chain Management

- **Global Sourcing:** Expertise in importing goods from international markets, ensuring compliance with trade regulations, and optimizing logistics for timely delivery.
- **Exhibition Management:** Coordinated participation in industry exhibitions to source new products, establish supplier relationships, and stay abreast of market trends.
- **Local Vendor Relations:** Developed and maintained strong relationships with local suppliers, ensuring quality, cost-effectiveness, and timely procurement.
- **In-House Manufacturing Oversight:** Managed procurement and production processes within an in-house manufacturing facility, focusing on efficiency, quality control, and cost management.

## Digital Performance Marketing

- **Comprehensive Channel Management:** Led digital marketing efforts across various channels, including Paid Search, Affiliate Marketing, Performance Display (remarketing, prospecting), Paid Social (Facebook, Instagram), Email & WhatsApp Marketing, SEO, Google Advertising, and Blog Marketing.
- **Partnership Development:** Fostered strong relationships with third-party partners, vendors, and agencies, working closely with Marketing and E-commerce teams to drive campaign success.
- **Budget Optimization & ROI:** Managed and optimized marketing budgets, ensuring effective allocation of resources to achieve desired return on investment (ROI) across all digital channels.
- **E-Retail Sales Strategy:** Developed and executed targeted sales strategies for large-scale retailers in the D2C (Direct-to-Consumer) channel, enhancing brand visibility and driving revenue growth.

## Customer Engagement & Retention:

- Implement strategies to enhance customer satisfaction, loyalty, and retention.
- Utilize data and analytics to understand customer behaviour and preferences.
- Address customer inquiries and resolve issues promptly and professionally.

## Team Leadership:

- Lead and mentor the e-commerce team, fostering a collaborative and high-performance culture.
- Provide training and development opportunities to team members.
- Evaluate team performance and provide regular feedback.

## Financial Management

- **E-commerce Marketplace Reconciliation:** Responsible for the complete reconciliation of invoices with all major Indian e-commerce marketplaces, ensuring accurate financial records and timely resolution of discrepancies.
- **Indian Marketplace Policy Management:** Manages and monitors policy changes across various Indian e-commerce marketplaces, implementing necessary updates to ensure full compliance with the latest marketplace regulations and guidelines.
- **Statutory Compliance:** Prepared and maintained statutory books of accounts and financial statements, ensuring accuracy and adherence to regulatory requirements.
- **Vendor & Credit Management:** Efficiently handled vendor billing, reconciled creditors' accounts, and managed the process of sanctioning advances and recoveries.
- **Debtor Coordination:** Coordinated with debtors for collections, performed ledger reconciliation, conducted sales reconciliation, and carried out aging analysis to effectively control receivables.

## **Taxation & Compliance**

- **TDS Management:** Scrutinized bills, managed Tax Deducted at Source (TDS) deductions and payments, filed TDS returns, and issued TDS certificates in compliance with tax regulations.
- **GST Administration:** Calculated Goods and Services Tax (GST) inputs and outputs, managed input tax credits, and prepared detailed reports for GST return filing.
- **Professional Tax Compliance:** Filed quarterly Professional Tax returns, represented the company before tax authorities, and ensured timely and accurate tax assessments.

## **Technology & Tools**

- Shopify-based e-commerce website backend and front-end Panels
- ChatGPT, Canva, PhotoRoom, InShot, Amazon Rufus and various AI-based tools for content creation and editing.
- Analytics Tools: Amazon Pi, Helium 10, GA4, Microsoft Clarity
- Ornate / Tally / ERP Systems
- Advanced MS Excel (Pivot Tables, Lookups, Reconciliation Models)
- Google Sheets & MIS Dashboards
- Marketplace & Q-Commerce Seller Panels
- Payroll & Attendance Management Systems

## **Professional Attributes**

- Exceptional multi-tasking and prioritization skills
- Strong analytical and compliance mindset
- Process-driven and detail-oriented
- Calm and effective in fast-paced, high-volume environments

## **ORGITIONAL EXPERIENCE**

<b>Tenure</b>	<b>Company</b>	<b>Industry type</b>	<b>Designation</b>
November ' 2015 - till date	P. C. Chandra Jewellers	Gems & Jewellery	E-commerce Leader (Manager – Accounts & Sales)
November ' 05 – November ' 15	New Tea Co. Ltd.	Tea	Accounts Manager
July ' 03 – November ' 05	M/s. N. C. Banerjee & Co., Chartered Accountants	Chartered Firm	Audit Assistant

## **STRENGTHS**

Hardworking, Enthusiastic, Self-motivated professional, Ready to roll up the sleeves to meet the requirement and also prefer to work in a team.

## **PERSONAL DETAILS**

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- D.O.B. : 11.11.1979
  - Father's Name : Mr. Nepal Ch. Biswas
  - Languages Known : English, Hindi & Bengali
  - Marital Status : Married
  - Nationality : Indian
  - Hobbies & Interest : Gardening, Photography and Listening Music
  - Notice Period : 30 Days
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## **DECLARATION**

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

**Place:**

**Date:**

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**(DEBKUMAR BISWAS)**

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