

# SHOBHA VERMA

## E-commerce Assistant Manager

Contact: - 918285538503

Address: S-20 Kasturba Nagar, South Ex-1,

New delhi-110003

E-mail-Shobhaverma1994@gmail.com



### **Experience: -**

- Total Work Experience: 10+ years
- Data Entry & CRM Experience: 2.5+ years
- E-commerce Executive Experience: 4+ years
- E-commerce Assistant Manager Experience: 3.5+ years

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## **PROFICIENCY FORTE**

Company Name; OMA Living Pvt Ltd ( Hero Group)

Designation: E-commerce Assistant Manager

Job type: Permanent

Period: Sep 2023– Still Working

### **Responsibilities: -**

#### **1. Handling Online Marketplaces:**

- Manage and optimize product listings on platforms like **Tata Cliq Luxury**, **OMA Website**, and **Shopify**.
- Monitor inventory, sales, and product performance across multiple e-commerce portals.
- Ensure product information (images, descriptions, prices) is up to date and aligns with brand standards.

#### **2. Onboarding Brands:**

- Facilitate the onboarding brand onto different online portals.
- Ensure all required documentation (e.g., agreements, tax forms) is completed and submitted accurately.
- Coordinate with brand representatives to gather necessary assets (product images, descriptions, etc.).

#### **3. Pricing Strategy:**

- Develop and implement pricing strategies by analyzing purchase prices and market competition.
- Monitor sales performance to ensure profitability, adjusting prices as necessary based on customer demand and competition.

#### 4. Campaign Management:

- Plan, create, and optimize online campaigns to drive brand awareness, engagement, and conversions.
- Manage bidding strategies and target audiences effectively to maximize ROI on paid campaigns.

#### 5. Social Media Marketing:

- Collaborate with the Marketing Team to plan, execute, and optimize both organic and paid social media campaigns across platforms such as Facebook, Instagram, and other relevant channels.
- Analyze audience data and engagement metrics to continuously refine targeting strategies, improve ad performance, and create more engaging content.
- Stay up-to-date with the latest social media trends, algorithm changes, and best practices to ensure campaigns remain relevant and effective.
- Track KPIs and generate reports to assess the impact of social media activities on brand awareness, lead generation, and conversions.

#### 6. Customer Support:

- Provide timely and professional customer support via channels like **WhatsApp, Zenesk, Intract, Instagram, and Facebook**.
- Address customer inquiries, resolve complaints, and provide post-purchase support.
- Collaborate with the customer service team to ensure seamless handling of returns, exchanges, and feedback.

### PROFICIENCY FORTE

Company Name; Hamdard Laboratories India

Designation: E-commerce Assistant Manager

Job type: Permanent

Period: FEB 2021– Sep 2023

**Handling Online Market Places:-** Amazon, FBA, Rk Retail, 1mg, Healthmug, Flipkart, Nykaa, Purpille, Indiamart, Big basket, Meesho, Jio Mart & Our Own Website etc.

**Onboarding Brands:** -Onboard the Brands on Different Portals with required documentation.

**Pricing:-**Update the pricing according to Check realization as comparison to purchase price.

**Inventory Management:** - Manage inventory as per Sales Analytics.

**Listings:** Develop, maintain and optimize Amazon listings to drive sales, traffic, and visibility & include monitoring and responding to customer inquiries, reviews, and ratings.

**Helium10 :-** Knowledge of Helium 10 tools (e.g., Black Box, Cerebro, Magnet) to identify Competitor Analysis, Ad Campaign Management, Keyword Research, Inventory Management, Analytics & Profits Tracking on Amazon.

**Manage returns;** - Managing returns report with Safe t claims for damaged or missing products.

**Campaigns:** Create, optimize, and manage all aspects of the campaigns, including setting up tracking, bidding, and targeting.

**Business Report Analysis:** -Analysis Sales Trend, Stock on hand analysis. ( inbound & outbound ).

**Forecasting & Achievement Dashboard:-** Prepare Forecasting Report & Target & achievement Dashboard.

**Research:** Research market to discover new trends and technologies in order to improve sales on multiple channels.

**Customer Support:** Address customer inquiries, concerns, and complaints promptly and professionally, striving to provide the highest level of customer satisfaction.

**Social Media Marketing:-** Knowledge of social networks such as Facebook, and Instagram to deliver paid ads to target audience. ( Organic & Paid Adv.)

### PROFICIENCY FORTE

Company Name; **Wanna Party**

Designation: Team Leader

Job type: Permanent

Period: Aug 2018 – FEB 2021

### RESPONSIBILITIES

- Handle Online Shopping Website (Amazon, Flipkart, Our Website Etc.)
- Create product listings on sites like Flipkart, Amazon..
- Daily order processing
- Manage Inventory & Prices.
- Address customer queries.( Returns- A to Z claims )
- Record all order details in the database.
- Track all shipments and expedite their delivery.
- Solving any disputes if raised and providing all customer support to the clients
- Ready the Daily dispatch reports.
- Manage Returns Reports.
- Manage Pick up, make reports.
- Handle Cloudtail ( Amazon Prime) Bulk quantity Orders & Process Dropship Orders as well.
- Update Qty Time to time In Dropship.
- Make Bills in Logic ( Software) ( Amazon/cloudtail/Dropship Orders)
- Do Bar Coding Work and label create for paste on packet.(MRP,Product name, Sku code etc.)
- Reconciliation Payment Amazon/cloudtail/Dropship Orders)
- Mail For Shortage Quantity, Price Discrepancy
- Follow up with the Cloudtail Team Regarding Payments.
- Working From Start to End Work in Cloudtail & Amazon.

### PROFICIENCY FORTE

Company Name; **Plutus Industries Pvt Ltd.**

Designation: Team Leader

Job type: Permanent

Period: May 2016 – Apr 2018

### RESPONSIBILITIES

- Handle Online Shopping Website (Amazon, Flipkart, Ebay, Etc.)
- Create product listings on sites like Flipkart, Amazon, Paytm etc.
- Daily order processing
- Manage Inventory & Prices
- Address customer queries.
- Record all order details in the database
- Track all shipments and expedite their delivery
- Solving any disputes if raised and providing all customer support to the clients
- Ready the Daily dispatch reports.
- Manage Returns Reports.

### PROFICIENCY FORTE

Company Name; **IBA Pvt. Ltd.**

Designation: Team Member

Job type: Permanent

Period: July 2014 – Apr 2016

### RESPONSIBILITIES

- Create, organize, and maintain spreadsheets and reports in Excel
- Review, cross-check, and verify work completed by team members to ensure accuracy and quality
- Perform data entry tasks with a high level of attention to detail
- Manage daily email communication, including responding, sorting, and organizing messages
- Provide customer support by addressing inquiries and offering effective, timely solutions
- Assist in preparing documentation, reports, and presentations as needed
- Coordinate with different departments to ensure smooth workflow and timely task completion

## EDUCATIONAL BACKGROUND

- Bachelor of Commerce (B.Com), Delhi University, Delhi
- Higher Secondary Education (Class 12), CBSE Board, Delhi
- Secondary Education (Class 10), CBSE Board, Delhi

## PERSONAL INFORMATION

Name	:	<b>Shobha Verma</b>
Father's Name	:	Sh. Chandan lal verma
Date of Birth	:	10-July-1994
Sex	:	Female
Marital Status	:	Single
Nationality	:	Indian
Linguistic Knowledge	:	English, Hindi,
Hobbies	:	Listening music, Learning, Playing, Watching TV.

## DECLARATION

I hereby declare that the particulars given in this application are correct to the best of my knowledge and belief.

DATE:

(**Shobha Verma**)