

HIMANI NARULA

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OBJECTIVE

E-commerce Operations Lead experienced in managing large-scale production websites, improving operational efficiency, and driving consistent, high-quality user experiences.

EDUCATION

B.Tech, Electronics and Communications Engineering

2015 - 2019

Manav Rachna International University

12th, Non-Medical , Vidya Niketan

2014 - 2015

SKILLS

Technical Skills

E-commerce operations, website/app management, catalog & content management, order & inventory oversight, QA, data analysis, promotion strategy, team leadership, Magento, UniCommerce, Postman, Jira, Visual Studio, OMS.

Soft Skills

Communication, stakeholder coordination, problem-solving, adaptability, team collaboration, time management.

Marketplace Skills

Amazon Seller Central, Flipkart Seller Hub, Shopify, Catalog Management, Keyword Optimization, Listings, Marketplace Analytics.

EXPERIENCE

Ecommerce Lead Site Operations

Maison D' Auraine

Dec 2024 - Current
Gurugram, INDIA

- Led daily operations for a high-traffic e-commerce platform, ensuring 99.9% uptime and delivering a seamless web/app customer experience.
- Performed system analysis and QA testing to identify root-cause issues, reducing recurring operational errors by 20%.
- Managed end-to-end marketplace operations across Amazon and Shopify, including product listing, catalog optimization, pricing updates, and inventory accuracy which increased revenue by 30%.
- Improved product discoverability by optimizing titles, keywords, and A+ content, resulting in 25% higher search ranking and increased organic traffic.
- Managed and optimized catalog configurations across platforms (including Magento), improving listing accuracy and lowering manual correction time by 30%.
- Created and maintained product listings via UniCommerce with 100% accuracy in descriptions, pricing, and inventory sync.
- Designed and executed coupon and promotion strategies that contributed to a 10–15% increase in campaign-driven sales.
- Coordinated with cross-functional teams (tech, marketing, logistics) to ensure on-time campaign launches and site updates.
- Streamlined operational workflows through tool-based automation, improving team efficiency by 25%.

App Content Lead

Appinventiv

Jan 2021 - Dec 2024
Noida, INDIA

- Orchestrated content operations for Hardee's and KFC apps across 7 countries (UAE, Saudi Arabia, Kuwait, Egypt, Qatar, Oman, Bahrain), ensuring consistent and localized user experiences.

- Supervised live app content using Magento, overseeing product additions, promotions, and real-time updates for multiple regional markets.
- Utilized SDKs to implement new features and enhance app functionality, improving customer engagement and navigation.
- Conducted rigorous QA testing across devices and regions, reducing content-related app issues by an estimated 20–25%.
- Collaborated with marketing, design, and product teams to align content launches with campaigns and feature rollouts.
- Worked closely with UI/UX designers and developers to optimize content presentation, improving menu visibility and reducing user drop-offs.
- Resolved price mismatch issues promptly, maintaining pricing integrity across Hardee's regional apps and cutting discrepancy cases by nearly 30%.
- Analyzed pricing and content data to identify recurring trends, enabling proactive fixes and improving operational accuracy.

Product & Dispatch Executive

Vamani Overseas Private Limited

Jan 2020 – Jan 2021

Faridabad, INDIA

- Directed product operations and order dispatch for the Just Wines website, ensuring 98% on-time fulfillment for Australian customers.
- Updated and maintained product listings on Magento 1.9/2, improving listing accuracy and reducing catalog errors by 20%.
- Optimized online content presentation, improving product visibility and reducing customer queries related to product information.
- Created daily vouchers and coupon codes that supported promotional campaigns and helped increase order volume during peak periods.

Technical Support Associate

Wipro

Aug 2019 – Jan 2020

Delhi, INDIA

- Delivered technical support for HP printers to customers across the US and Canada, achieving a 90%+ first-call resolution rate.
- Used CDAX TOOL and STERLING for accurate diagnostics, reducing troubleshooting time by 25%.
- Resolved hardware and software issues through structured workflows, improving customer satisfaction scores.
- Contributed to training materials for new HP products, helping improve onboarding efficiency for new team members.

LEADERSHIP

- Coordinated cross-functional teams (tech, marketing, design, logistics) to deliver on-time app and site updates across multiple countries.
- Led operational workflows and process improvements that increased team efficiency and reduced recurring issues.