

# BALMUKUND KUMAR KARN

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## Objective

Results-driven E-commerce professional with over 5 years of experience managing online marketplace operations across platforms like Amazon, Flipkart, Myntra, Nykaa, and Purplle. Skilled in product listing optimization, inventory management (FBA & FBF), PPC advertising, and driving sales through data-driven strategies. Proven track record in onboarding quick commerce platforms, executing promotional campaigns, and ensuring customer satisfaction. Strong analytical mindset with expertise in tools like Helium 10 and Amazon Pi. Holds an MBA in Marketing and a Bachelor's in Computer Applications.

## Experience

- Ozone Pharmaceuticals Limited** 2023 - Present  
E-commerce Assistant Manager
  - Managed and optimized operations across leading marketplaces such as Amazon, Flipkart, Nykaa, Purplle, Myntra, Meesho, Smytten and other leading marketplaces including product listing, pricing, inventory control, and order fulfillment.
  - Onboarded and launched E-Commerce & Quick Commerce platforms to expand brand reach and sales channels.
  - Planned and executed platform-specific promotions, lightning deals, and major sales campaigns (Diwali, Prime Day, BBD), coordinating with creative and social media teams for visibility assets.
  - Developed and implemented advertising strategies (Amazon PPC, Flipkart ROI) to increase product visibility and drive sales.
  - Collaborated with the PR and social media teams to boost brand awareness across D2C websites and marketplaces through coordinated campaigns, influencer outreach, and editorial promotions.
  - Partnered with branding and product teams to launch new SKUs, manage GTM strategies, and execute high-impact product launches.
  - Monitored and analyzed sales data, performance metrics, and competitor activity to identify growth opportunities and optimize campaign effectiveness.
  - Strategically defined and adjusted pricing, maintaining margin health, Buy Box share, and price parity across all platforms.
  - Coordinated with supply chain and warehouse teams to forecast demand, manage replenishment, and ensure smooth dispatch operations, minimizing RTOs.
  - Conducted regular audits to ensure listing hygiene, fixed suppressed or mismatched listings, and maintained best-in-class catalog quality with A+ content and SEO-driven keywords.
  - Handled customer queries, returns, and feedback to maintain strong seller ratings and customer satisfaction.
  - Ensured full compliance with marketplace policies and operational SLAs to avoid penalties or account suspensions.
  - Prepared and delivered regular performance reports with actionable insights across sales, ads, conversions, and returns.

<b>Ozone Pharmaceuticals Limited</b>	2022 - 2023
Senior E-commerce Executive	
<b>GGJ Solutions Pvt. Ltd.</b>	July 2021 - Dec 2021
E-commerce Catalogue Executive	
<b>Genflip Marketing</b>	2020 - 2021
E-commerce Catalogue Executive	
<b>GIIR Communications India Pvt. Ltd.</b>	2018 - 2019
Digital Executive	
● <b>DBM MARKETING INDIA PVT. LTD</b>	2015 - 2018
Business Development Executive	
● <b>Multybyte Marketing Pvt. Ltd.</b>	2014 - 2015
Business Development Executive	

## Education

- **Bihar Board** Higher Secondary School 2002
- **Bihar Intermediate** 2005
- Senior Secondary School
- **Punjab Technical university, Jalandhar** 2011
- Bachelor of Computer Application
- **Amity University, NOIDA** 2016-2018
- MBA in Marketing

## Skills

- Unicommerce / Vinculum (Order & Inventory Management)
- Shopify (D2C Store Management)
- EasyEcom (ERP Integration Tools)
- Amazon Brand Analytics, Amazon Pi, Google Analytics (Analytics & Reporting)
- Excel (Pivot Tables, VLOOKUP & other Excel Functions)
- Helium 10 (Product & Keyword Research)
- Microsoft Office / Google Workspace (Docs, Sheets, Slides)
- Customer Queries Management (Interakt)

## Languages

- English
- Hindi

## Personal Details

- Date of Birth : 09th Jan. 1987
- Marital Status : Married