

# Divya Sonkar

## Website Performance Manager



15 Years 0 Month



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## Profile Summary

E-commerce Manager with 15+ years of experience managing end-to-end marketplace operations and driving online business growth. Skilled in website, catalog, order, and inventory management, pricing strategy, and P&L analysis. Expertise in managing marketplace platforms like Amazon, Flipkart, and Jaypore, ensuring optimized listings, promotions, and sales performance. Proficient in digital marketing, SEO, SEM, and social media campaigns to boost visibility and conversions. Hands-on experience with CMS tools, content creation, and product merchandising. Strong in analytics, vendor coordination, and customer relationship management to improve operational efficiency and enhance profitability across multiple channels.



## Education

MBA/PGDM, 2015

swami vivekanand subharti university

B.Tech/B.E., 2007

Uttar Pradesh Technical University (UPTU)



## Work Experience

Jul 2025 - Present

Website Performance Manager

StudyIn

- Owned and managed 35+ global and regional websites serving as the primary digital sales and marketing tools.
- Developed and executed comprehensive website strategies aligned with lead generation, sales enablement, and conversion rate optimization (CRO) goals.
- Ensured a seamless, engaging, and high-performing user experience across all digital touch points.
- Monitored, analyzed, and optimized website performance using Google Analytics, Hotjar, and A/B testing platforms to drive data-informed decisions.
- Maintained compelling, up-to-date, and SEO-optimized website content to enhance visibility and conversion.
- Collaborated with content creators to develop high-impact landing pages, case studies, and product pages that support business growth.
- Partnered with developers to ensure technical excellence, including performance, security, and mobile optimization.
- Worked closely with marketing and sales teams to align user journeys and content with overarching business objectives.
- Collaborated with design and technical teams to implement new features



## Key skills

- PNL
- Order Management
- Digital Marketing
- Inventory Management
- e-commerce
- online sales
- sales analysis
- vendor management
- website management
- customer support
- Team Management
- Database Management
- Client Management
- Catalog Management
- Product Listing
- JIRA
- Ams



## Personal Information

City Noida

Country INDIA



## Languages

- hindi
- English



## Social links

<https://www.linkedin.com/in/divya-sonkar-b89445b9/>

and continuous improvements.

- Regularly reported website performance, testing outcomes, and business impact to key stakeholders.

**Jul 2023 - Jan 2024**

Website Consultant

**AMBC Technologies**

- Managed a portfolio of 400+ website domains for a global client based in the US ensuring their smooth operation and maintenance.
- Content management for all websites.
- Actively involved in the procurement of new domains as per client requirements, content management on all domains and optimizing their online presence.
- Effectively manage, support the brand, and manage daily operations of various categories to ensure continuing contribution to business volume, profit, and ROI objectives for multiple categories.
- Managing a team of developers, testers and e-commerce executives performing day-to-day back-office operations, data creation, content writing, order processing, dispatching, SEO, online advertisement creation, keyword analysis, and management of other associated work.
- To lead and direct teams for proper uploading of images, content, brand communication brand management of various online partners.
- Monitor sales reports, customer reviews, and product issues database to identify potential product issues and take appropriate corrective action.
- Audit of web product content for all products & categories. Develop highly professional, unique, and corporate website/ web page content.

**Mar 2022 - Feb 2023**

eCommerce Lead

**Webmatrix Technologies**

- Effectively manage, support the brand, and manage daily operations
- of various categories to ensure continuing contribution to business
- volume, profit, and ROI objectives for US-based clients dealing in
- multiple categories.
- Managing a team of developers, testers and e-commerce
- executives.
- Lead and directly manage day-to-day back-office operations, data
- creation, content writing, order processing, dispatching, SEO, online
- advertisement creation, keyword analysis, and management of other
- associated work.
- To lead and direct teams for proper uploading of images, content,
- brand communication brand management of various online
- partners.
- Work with the Merchandising team to plan and manage channelspecific
- product assortment.
- Monitor sales reports, customer reviews, and product issues
- database to identify potential product issues and take appropriate
- corrective action.
- Develop strong relationships with buyers - maintain cordial relations
- with existing and new customers. Develop & Manage relationships
- with channel partners.
- Mapping of stores and maintaining a complete master/data of all the
- Modern Trade customers. Audit of web product content for all
- products & categories.
- Develop highly professional, unique, and corporate website/ web
- page content.
- Email Marketing Campaigns and circulating using Mailing Tools.

**Jul 2021 - Feb 2022**

Marketing Lead

**Accenture**

- Writing, Editing, and proofreading e-commerce content for a USbased global retail client.
- Interlocking with global teams on content creation and strategy
- implementation.

- Manage a team of social media and e-commerce analysts.
- Assign tasks to the team as per the client's requirement.
- Lead and directly manage day-to-day back office operations, data creation, content writing, SEO, keyword analysis, and management of other associated work.
- Led the team for proper uploading of images, content, brand communication brand management of various online partners.
- Audit of web product content for all products & categories.
- Manage content creation across various platforms.

Sep 2017 - May 2021

eCommerce Manager

Episode Silver

- Effectively manage, support brand and manage daily operations of various categories to ensure continuing contribution to business volume, profit and ROI objectives.
- Audit of web product content for all products & categories.
- Lead and directly manage day to day back-office operations, data creation, content writing, order processing, dispatching, SEO, online advertisement creation, keyword analysis and management of other associated work.
- To lead and direct teams for proper uploading of images, content, brand communication brand management of various online partners.
- Work with the Merchandising team to plan and manage channel specific product assortment.
- Monitor sales report, customer reviews and product issues database to identify potential product issues and take appropriate corrective action.
- Develop strong relationships with buyers - maintained cordial relations with existing and new customers.
- Developing & Managing relationship with channel partners.
- Mapping of stores and maintaining a complete master / data of all the Modern Trade customers.
- Making offers / quotes to customers / sampling.
- Keeping a track and follow up of pending payments modern trade and E Commerce.
- Manage relationships with ecommerce portal & the market place, operations, networks and endorse to ensure flawless and timely execution of various marketing activities.
- Expand online presence of products in India with a focus on key online partners like Amazon, Jaypore, Flipkart, Snapdeal.
- Audit of Social Media & Web Content.
- Own the content calendar and ensure that it is delivered through a combination of sources- in house team, influencers, users, within agreed budget.
- Develop highly professional, unique and corporate content for website/ web page.
- Audit and update Events/Offer and Promotion Campaigns.

Jan 2017 - Jul 2017

Content Manager

Clicktable Technologies

- Conducting calibrations with internal and external stakeholders.
- Audit of web product content based on restaurant, food, and hospitality sector.
- Worked on product and content upload for the web page.
- Worked on internal CMS tool for content upload and audit. Handling all operational issues like content creation, upload and getting the restaurant live on website.
- Making dashboards and adhering to reporting timelines. Making presentations as and when required.
- Contribute to the strategy, vision, and roadmap for Product Pipelines; Content, Products, Checkout, Order Services etc.
- Products attribute categories, blacklisting, and synchronization.
- Develop a differentiated content strategy with strong emphasis on visual content.

- Own the content calendar and ensure that it is delivered through a combination of sources- in house team, influencers, users, within agreed budget.
- Develop highly professional, unique, and corporate content for website/ web page.
- Generate content for restaurant description, specification, writing mailers, providing punch line. Work on SMS and emailers to diners and customers.
- Work on blogs for the Clicktable website. 100% audit of third-party content.

Jan 2015 - Jan 2017

Assistant Manager

Askme.com

- Created list of key features for electronic appliances.
- Worked on quality parameters for content.
- Audit of web product content.
- Worked on product and content upload for web page.
- Worked on price check for uploaded products and prepare & publish dashboard for the same.
- Working in SWAT team for electronic gadgets.
- Working as a SPOC for a team of 5-7 members involving assignment and allocation of work, prepare daily report.

Dec 2012 - Sep 2014

Senior Quality Analyst

e4e Healthcare

Oct 2010 - Jul 2012

Quality and Compliance Analyst

EXL Services

Apr 2009 - Oct 2010

Billing Executive

MDeverywhere



## Certification

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- Digital Marketing
- Post Graduate Program in Marketing with Specialization in Digital Marketing
- Amazon Ecommerce Marketing and Sales