

Mohit Balwal

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Professional Summary

Experienced Ecommerce Manager with over 5 years of hands-on experience in managing and scaling operations on leading online marketplaces like Flipkart, Amazon, Meesho, Myntra, Snapdeal, 1MG, Shopify, etc. Proven expertise in order management, product listings, return handling, customer service, dropshipping, and business development. Strong track record in team management, social media campaigns, and digital marketing strategies.

Core Competencies

- **E-commerce Platforms:** Flipkart, Amazon, Meesho, Snapdeal, 1MG, Netmeds, HealthMug, Pharmeasy, Flipkart Health+, Shopify, Openkart.
 - **Business Models:** B2C, D2C, Dropshipping,
 - **Marketing Tools:** Facebook Ads, Instagram Promotions, Google Merchant Center
 - **Tech Skills:** Excel, Word, PowerPoint, Push Notifications, Bulk SMS, Email Marketing
 - **Operations:** Listing, Order Fulfillment, Return Management, Data Management
 - **Team Handling:** Leading and training cross-functional ecommerce teams
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Betrending — Self Employed

March 2018 – February 2020

- Handled order processing and product listings
- Managed seller accounts and customer feedback
- Assisted in backend dashboard operations

Heebs Healthcare — Sr. Ecommerce Executive

March 2020 – March 2022

- Spearheaded product catalog management
- Designed and ran ad campaigns on social media
- Oversaw logistics and coordinated with support teams

Bjain Pharmaceuticals — Assistant Manager - Ecommerce

April 2022 – September 2024

- Managed ecommerce operations across multiple platforms
- Executed marketing and promotional campaigns
- Led a team for listing, inventory updates, and delivery monitoring

Improved return rate by streamlining process flows

Vlebazaar —Ecommerce Manager

October 2024 – October 2025

- Handled order processing and product listings
- Managed seller accounts and customer feedback
- Assisted in backend dashboard operations
- Team Handling
- Manage Operations
- Manage CRM & Other Tools

Key Responsibilities:

- 1. Strategic Planning & Execution**
 - Develop and execute ecommerce growth strategies.
 - Set revenue targets and KPIs for online sales.
 - Identify new business opportunities and digital trends.
- 2. Website & Platform Oversight**
 - Oversee the development and optimization of the ecommerce website.
 - Ensure smooth UI/UX, fast load times, mobile responsiveness, and SEO.
 - Manage integration with payment gateways, logistics, and CRM tools.
- 3. Team & Vendor Management**
 - Lead a team of ecommerce executives, developers, marketers, etc.
 - Coordinate with third-party vendors (marketplaces, logistics, tech partners).
 - Assign roles and monitor team performance.
- 4. Digital Marketing & Customer Acquisition**
 - Plan and supervise digital campaigns (Google Ads, Meta Ads, email, SEO).
 - Improve customer acquisition cost (CAC) and conversion rates.
 - Collaborate with the content team for engaging product and brand communication.

5. Marketplaces & Omnichannel Sales

- Manage accounts on Amazon, Flipkart, Meesho, etc.
- Analyze performance across channels and optimize listings and pricing.
- Ensure strong brand presence and compliance on all platforms.

6. Data-Driven Decision Making

- Analyze ecommerce analytics (traffic, sales, cart abandonment, etc.).
 - Track customer behavior and improve shopping experience.
 - Prepare and present weekly/monthly performance reports to leadership.
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Other Key Skills

- Deep understanding of ecommerce platforms and tools (Openkart, Shopify, etc.)
- Strong digital marketing knowledge (SEO, SEM, analytics).
- Experience with CRM, ERP, and payment/logistics integrations.
- Leadership and team management skills.
- Strong analytical and problem-solving ability.

Education

- **Bachelor of Arts (B.A. Programme)** – Delhi University, 2020
- **Diploma in Electrical Engineering from EPTI** – 2019
- **12th (Intermediate)** – CBSE Board, 2016
- **10th (High School)** – CBSE Board, 2014

Personal Information

- **Date of Birth:** 3 December 1998
- **Marital Status:** Single
- **Nationality:** Indian
- **Religion:** Hindu

Declaration

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

New Delhi

Mohit Balwal