

**PRITEE SINGH**

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## **OBJECTIIVE**

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Seeking a challenging position to utilize my skills and abilities in area of marketing and business development, which offers a professional growth while being resourceful innovative and flexible.

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## **OVERVIEW**

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Competent & result oriented professional with total experience of 14 years in international ecommerce & Retails industry. Managing E commerce, Marketplace like Amazon , Flipkart, Zepto, Blinkit, Marketing, logistics and warehouse for operational excellence. Collaborating with agencies and other vendor partners. Building consumer preference, identifying & developing new streams for revenue growth and maintain relationship with partners to achieve referrals business.

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## **PROFESSIONAL EXPERIENCE**

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**TOTAL WORK EXPERIENCE: 14 years**

### **Current Organization:**

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|---------------|--|
| ➤ Designation | : Deputy Manager – Ecommerce Division lead and Product Marketing |
| ➤ Company     | : Luxor Writing Instrument Pvt Ltd (Parker India)                |
| ➤ Duration    | : From August 2022 – till Date.                                  |
| ➤ Product     | : Pen, Office Supplies, Art and craft, Highlighter, Marker       |
| ➤ Reporting   | : Directly to Vice President – Marketing.                        |

### **Job Responsibility**

- Handling all E commerce Marketing Campaign Strategies for multiple brand across the marketplaces, Platforms and properties in accordance with their brand goals and current trends.
- Responsible for all marketing on Company Own site and MarketPlace like Amazon, Flipkart, Zepto and Blinkit.
- Responsible for adding new ecommerce platforms and their integrations with our platform.
- Responsible for Product listings , Catalogue management, A+ and RPD Content update .
- Handling all listing and catalogue development on ecommerce channel like Flipkart, Amazon, Blinkit and Zepto.
- Managing Search and display Campaigns on Amazon and Flipkart
- Ensure Consistent and efficient planning, execution, analysis and optimization of visibility campaigns as per brand objectives.

- Responsible for all integration of various e commerce market places like amazon, flipkart, zepto, blinkit and social media channels like youtube, Instagram .
- Managing a team of market place , providing guidance, mentorship and performance feedback.
- Setting up the KRA ; Review performance of key metrics against set goals, benchmarks and previous performance.
- Doing analysis and participating in different online events on marketplace like Prime Day sale, Back to school etc
- Maintaining relationship with marketplace partners , negotiating terms and resolving issue as needed
- Handling customer service process of websites and market place like amazon/ Flipkart
- Oversee Market Research to identify trends, benchmarks and best practices
- Analyse Marketplace data and provide actionable insights to drive business decisions.
- Staying up to Date on marketplace trends and best practices, identifying new opportunities to growth and sale like virtual bundling of products as per trends and data analysis, bidding on competitors keywords
- Handling All brands social media agency and Marketplace agency
- Responsible for all photoshoot update, A+ and RPD updates on amazon and Flipkart
- Checking trends and growth on amazon and flipkart compare to last year and lifetime report
- In additional, was involve in one brand launch i.e act as product manager .

#### **Previous Organization:**

- Designation : E Commerce Head – Customer service/ Order Management/ logistics/ Market place / Retail customer service/ Reports Management
- Company : Lakshita International Pvt Ltd
- Duration : From March 2020 – till July 2023
- Product : Ladies Garment /Kurtis & Kurta /jackets/bottoms/coat/ladies wear
- Reporting : Directly to MD

#### **Job Responsibility**

- Website management(Shopify & PHP): End to end management of the E commerce business. New catalogue addition and launch, collaborating with web development and design teams for day today updates as websites.
- Manage website content to align with monthly promotions, seasonal promotions and overall marketing strategy. Monthly Marketing planning including emails, banners, SMS, Social Media post and ads.
- Customer service : Maintaining and improving the overall customer experience for online shopping will lead to increased conversion rates, sales and customer satisfaction. Optimize the user experience on the website including navigation, content development, promotional campaigns.

- Leading catalogue team for omni channels (Myntra, Flipkart, Amazon, Lakshitaonline.com, Nykaa ). Enlisting of products on all major Online portals.
- Backend Integrations: Responsible for all the integrations for smooth functioning of inhouse ecommerce portal (Clickpost, Sampart, CRMS, Zendesk, Logistics partners ..)
- Logistics: Done tie up with logistics partners, involved in logistics decision making system for shipper Allocation based on Pin codes performance and commercials Applicable.
- Customer support : Based on Queries/ complaints received through Omni channel Routes like inbound , Email, Social Media remarks updates, whatsapp, chat process
- WMS: Working with warehouse team on daily basis for maximize order flow and fix technical errors if any.
- Handling all customer service team includes inbound, outbound, Email & escalations, social media, whatsapp and walk in customers
- Team planning to achieve target
- Handling Order management team includes Order processing, Billing, payment and logistics
- Planning and implementation of Customer Loyalty program.

#### **Previous Organization:**

- Designation : Ecommerce Lead (Operations- Customer service , Drop shipping and Market place) Magento 1 & 2
- Company :FabHabitat.com
- Duration :From June 2017 – March 2020
- Product : Indoor Outdoor rugs/Doormats/wall arts/Cubes/Pillows Etc.
- Reporting : Directly to Operation Head.

#### **Job Responsibility**

- Handling All Sale process i.e pre sales, Order management , Logistics and delivery to customer & Providing after sale service to customer
- Handling All business growth of Europe Market which includes working with agents, Coordinating with wholesaler and retailer, working on fairs and promotional activities.
- Created product information packages for vendors including product descriptions, images and pricing. Ensured all information copy, product and non-product was updated and accurate.
- Oversaw products offered and merchandising to ensure sales were maximized and orders delivered were accurate. Worked directly with merchants and drop ship vendors to ensure product images are received and uploaded on the site, as well as removed discontinued product lines.
- Regularly reviewed competitive websites in terms of product range, marketing initiatives including functionality and customer offerings.
- Inventory Management in US & Europe Market.

- Making sure all the products in stock are available for sale on different portals like: Amazon, Wayfair, Ebay, Etsy, Opensky, Overstock Houzz etc.
- Communication with Customer's via Phone and E-mails.
- Product Price fixing of all the products monthly.
- Responsible to manage marketplace portal's Panel
- Coordinate with the operation/logistics team to ensure that the Products are delivered on time with zero deviation
- Coordinate delivery schedules and shipments ensuring all necessary export documentations are sent to customers.
- Managing drop shipping with Selected Vendors.
- Searching out new vendors in US and Europe doing tie ups for drop shipping
- Managing team and Task Distribution among team members.
- Filling claims with UPS/FEDEX if any shipment lost/Damaged.
- Handling All Ecommerce market like Amazon, Ebay etc
- Handling all dropship market like wayfair, Houzz, Jardindecoetc
- Identifying Business related agents and buyers
- Cracking deals with wholesaler and providing all kind of services to agents like pricelist, discount, backend support etc
- Taking care of all backend related work includes Order management ( Order processing , Inventory management , Invoicing and payment follow-ups and coordinating with warehouse)
- Market Research analysis to find potential buyers and agents via Fairs and ecom sites.
- Competitor's analysis.
- Handling all escalations and solving customer queries
- Making sure the project runs smoothly fulfilling all the quality standards and procedures.
- Updating daily reports regarding sales and escalation.

#### **Previous Organization:**

- Designation : Head - CS & OM (Operations)
- Company :Send my gift PVT. LTD
- Duration :From April 2014 - till May 2017
- Product : Gifting Items
- Reporting : Directly to MD.

#### **Job Responsibility**

- Working from prelaunching time of SEND MY GIFT and setup departments like customer service, Order management, Logistics ETC

- I worked personally in making protocols for all departments like Customer service, Advertisement, marketing , market research etc
- Handling CS Process includes Chat Process, Inbound, Outbound, Escalation, Emails, Payment team and Happy delivery team (24\*7).
- Providing Sales training, Product Training and New Catalog training to agents.
- Setting up sales target for Pro active Chat agents.
- Maintaining sales report of agents.
- Preparing roaster of agents and performance reports.
- Directly reporting of AM, TL and ATL.
- Setting up attractive incentives plan for agents in order to promote sales.
- Checking out Chat reports , Reviews of customer satisfaction and completed & dropped chat.
- Handling chat agents around 180 includes 2 AM ,4 TL and 8 ATLs
- Setting tat for escalation team for solving all escalations.
- Proper Co ordination with Order Management, Logistics and warehouse.
- Investigating and solving customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistants
- Issuing Refunds and Compensation in the form of EGV to customer.
- Recruitingthe employees after identifying their skills.
- Training to the employee from the basic level in class room training.
- Making the employees productive by giving onfloor training.
- Handling team leaders and AM's in professional and systematic manner.
- Creating fun activities in the floor.
- Need to ensure the employee's salary and incentives on time
- Handling walk in customer (escalation).
- Marketing , advertising and organizing promotional activities for the company

#### **Previous Organization:**

- Designation : Sales Manager cum Store Manager
- Company :Light N Living
- Duration :From April 2011 - March 2014
- Product : Decorative lights.
- Reporting : Directly to GM.

#### **Job Responsibility**

- Dealing with all the procedure of before sales and after sales services.
- Handling all showroom operations.
- Face to face dealing with customers.
- Doing tie ups with corporate clients.
- Making presentations.

- Giving quotations and following for closure of deals.
- Making channel partners in different cities.
- Traveling to different cities for making new partners.
- Giving training to all Channel partners and new employees.
- Achieving sales target.
- Preparing marketing and advertising budget.
- Organizing promotional activities
- Brochure designing with all information with the help of advertisement team.
- Giving all USP training and sales motivation training to channel partners and sales team.
- Driving of the team and ensuring that they meet the targets.

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### Education

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- Graduate from Bangalore university (B.B.A) in 2011 ( 2<sup>nd</sup> topper Bangalore University)
- Completed 10+2 from C.B.S.E in 2008 ( Aggregate 73% )
- Basic Computer, Internet Skills, MS Office, MS Excel, Macros, Shopify, Magento, PHP.

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### Personal Information

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Husband Name : Mr. Abhishek Singh

Date of Birth : 06<sup>th</sup> september 1990

Hobbies : Reading Books and case studies of different brands

Language Known : Hindi&English

Address : Noida

Preferred Location : Noida, Anywhere

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