

SANTRAM GURJAR

📍 GreaterNoida,UttarPradesh | 📞 +919528015817 | ✉ ramgurjar4002@gmail.com

Professional Summary

Experienced E-commerce Manager with 4+ years of expertise in managing end-to-end marketplace operations across platforms such as Amazon, Flipkart, Shopify, Ajio, JioMart, Blinkit, Asort, Snapmint, Meesho, Moglix, IndustryBuying, Tata 1mg, FirstCry, and CityMall. Skilled in digital marketing, product listing optimization, order fulfillment, sales growth strategies, advertising campaign management, pricing strategy, and team leadership, with strong experience in data analysis, warehouse operations, vendor management, and customer experience enhancement. Proven ability to scale online sales and streamline processes through strategic, data-driven planning.

Core Skills

- E-commerce Operations & Strategy
- Product Launching & Buy Box Winning
- Marketplace Advertising (Amazon, Flipkart Ads – Organic & Sponsored)
- Pricing Strategy (Min/Max Price Setting, Competitor Pricing)
- Order & Inventory Management (Amazon FBA, Flipkart FBF, 25+ warehouses)
- Digital Marketing (Facebook, Instagram Ads)
- Competitor & Sales Analysis
- Customer Service & Experience Optimization
- Data Analysis & Reporting (Excel, Google Sheets, Analytics tools)
- Team Coordination & Vendor Management

Professional Experience

The Remote Staff,Delhi

E-Commerce Manager

📅 July 2025 – Present

- Leading new product launches with a focus on achieving fast sales growth.
- Implementing Buy Box winning strategies through optimized pricing and competitor analysis.
- Creating and managing shipment plans to ensure smooth supply chain and timely deliveries.
- Running promotions and advertising campaigns to increase product visibility and sales.
- Managing Amazon Seller Central operations and handling Amazon Vendor Central PO process efficiently.

Setting up minimum and maximum pricing strategies for better profit margins and Buy Box control.

Monitoring product performance, sales trends, and ad campaigns, and adjusting strategies for consistent growth.

Rangoli Advertisers Pvt.Ltd.,Noida

E-Commerce Manager

📅 January 2022 – July 2025

Managed multi-channel marketplace operations across Amazon, Flipkart, Ajo, Shopify, Blinkit, JioMart, Meesho, and CityMall.

Created and optimized product listings to maximize visibility and conversion rates.

Handled advertising campaigns (organic & sponsored ads) to boost sales.

Oversaw order management, returns, RTOs, reconciliation with courier partners, and ensured timely deliveries.

Implemented effective inventory management practices to prevent stockouts and overstocks.

Conducted market research, competitor analysis, and pricing optimization for sales growth.

Managed operations across 25+ warehouses (FBA/BBF) ensuring smooth logistics and supply chain.

Coordinated with factories, vendors, and logistics partners for seamless operations.

Enhanced customer experience by improving website navigation, checkout process, and post-purchase support.

Led a team for new product launches and executed strategies that significantly increased revenue.

Veridicus HealthCare Pvt.Ltd., Noida

E-Commerce Executive

📅 August 2021 – January 2022

Assisted in product listing, sales tracking, and inventory management.

Supported senior managers in running ad campaigns and customer service.

Prepared sales reports and analyzed data for performance insights.

Coordinated with vendors and courier partners for timely order fulfillment.

Education

Bachelor of Arts (B.A.) – Dr. B. R. Ambedkar University (2021 – 2024)

Intermediate (12th) – Pt. Hukam Singh Inter College (2018 – 2021)