

CURRICULUM VITAE

Naveen Rai

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Summary

E-Commerce professional with focus on driving online sales and improving user experience. Skilled in managing digital marketing campaigns, optimizing SEO, and analyzing data to inform strategy.

Experience

E-Commerce Manager 06/2021- Current.

- Creating content, adding new products, and updating catalogues on Amazon, Flipkart, and Meesho.
- Creating successful ad campaigns in marketplaces and social media.
- Respond to customer queries across all platforms.
- Increasing monthly sales across platforms based on marketplace reports.
- Developed and implemented successful e-commerce strategies, significantly increasing online sales and market share.
- Optimized online product listings for clarity, accuracy, and appeal to potential buyers.
- Managed online sales operations, driving growth and meeting targets through effective strategy implementation.
- Tracked sales, click-through rates and conversion rates by marketing campaign for comparison.

- Analyzed market trends and customer behavior to tailor online sales tactics for maximum impact.
- Established pricing and delivery terms based on current market trends and costs.
- Developed innovative marketing campaigns to drive substantial sales.

Senior E commerce Executive 01/2019- 04/2021

Talanzo Media Private Limited – Gurugram

- Managed daily operations like order processing, labelling, and dispatch.
- Filing a safety claim regarding lost products.
- Responding to customer queries across all platforms.
- Identifying new products to increase sales and optimizing the metrics of low-selling products.
- Creating successful ad campaigns in marketplaces and social media.
- Monitored operations to keep processes aligned with targets and matching forecasts.
- Formed and sustained strategic relationships with clients.

Education

- Master of Business Administration from AKTU.
- Bachelor of Commerce from Indira Gandhi National Open University.
- 12th passed from the CBSE Board.
- Passed 10th from the CBSE Board.

Skills

- E-commerce strategy.
- Product listing optimization.
- Digital marketing.
- Customer engagement.
- Listing Management over Amazon Vendor Central, Amazon Seller Central, Flipkart, Meesho Platform.

Personal Profile

- **Fathers Name:** Shiv Babu Rai
- **Date of Birth:** 21.10.1996
- **Gender:** Male
- **Known Language:** English and Hindi.
- **Nationality:** Indian
- **Hobbies:** Playing Cricket and chess.

Declarations

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

Naveen Rai