

GUNJAN ASUDANI

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PROFESSIONAL SUMMARY

Dynamic and results-driven E-commerce professional with extensive experience in managing Amazon seller accounts, optimizing sales strategies, and driving business growth. Proficient in leveraging advanced Microsoft Excel, data analysis, and digital marketing techniques to enhance operational efficiency. Adept at cross-functional collaboration, problem-solving, and ensuring seamless e-commerce operations.

SKILLS

- E-commerce Management
 - Amazon Seller Central Optimization
 - Business Development & Revenue Growth
 - Digital Marketing Strategies
 - Advanced Microsoft Excel & Data Analysis
 - Customer Relationship Management
 - Process Improvement & Operational Efficiency
 - Written & Oral Communication
 - Adaptability & Team Collaboration
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PROFESSIONAL EXPERIENCE**Suntec India**

Process Associate | June 2023 – Present

- Collaborate with cross-functional teams to execute e-commerce processes and optimize workflow efficiency.
- Utilize Microsoft Excel for data analysis, sales reporting, and inventory tracking.
- Address client queries, provide timely solutions, and enhance customer satisfaction.
- Identify opportunities for process improvement and implement strategic optimizations.

Global E-Commerce Solutions

Senior E-Commerce Executive | April 2021 – May 2023

- Managed and optimized Amazon seller accounts, including product listings, inventory control, and order fulfillment.
- Developed and executed digital marketing strategies to enhance brand visibility and drive sales growth.
- Conducted market research and competitor analysis to refine pricing and promotional tactics.
- Leveraged data-driven insights to improve customer engagement and increase conversion rates.

Big Facton Consultancy Private Limited

E-Commerce Executive (Internship) | June 2020 – Jan 2021

- Oversaw the management of Amazon Seller Central accounts, ensuring compliance with platform policies.
- Enhanced product listings with SEO-optimized content to improve discoverability and sales performance.
- Monitored inventory levels, evaluated performance metrics, and collaborated with marketing teams.
- Provided strategic recommendations to boost online visibility and customer reach.

EDUCATION

MBA in Business Administration

OP Jindal University | 2024 | 81.25%

B.Com (Commerce)

Mahatma Gandhi Kashi Vidyapeeth | 2021 | 51.57%

ACHIEVEMENTS & CERTIFICATIONS

- Successfully optimized Amazon seller accounts, leading to increased revenue and improved operational efficiency.
- Recognized for implementing data-driven strategies that enhanced sales performance.
- Expertise in Microsoft Excel for advanced data analysis and business decision-making.

PERSONAL DETAILS

- **Date of Birth:** 13th December 1999
- **Languages:** English, Hindi
- **Location:** India

ADDITIONAL INFORMATION

- Passionate about e-commerce innovations, digital marketing, and data analytics.
- Strong ability to work in fast-paced environments with a solution-oriented mindset.