Vishal Garg

DIGITAL PERFORMANCE MARKETING EXPERT

Vishalaggarwal159@gmail.com | +91 9599216145 | Rohini, Delhi

Senior Internet Marketing Specialist with over **10+ years** of experience with a strong ability to drive online traffic, engage customers, and enhance brand image through the implementation of **E-commerce, Social Media Marketing, SEO, Email Marketing and Google Ads**. Proven success in optimizing keyword rankings, driving organic traffic, and exceeding customer acquisition goals. Specializing in B2C and B2B domains.

CRITICAL STRENGTHS & COMPETENCIES

- E-commerce Marketing
- Amazon (Global Marketing "US, UAE, SA, IN, UK, AU & EU")
- Seller Central and Vendor Central management
- Myntra, Flipkart, Ebay, Walmart & Etsy
- FBA Management
- Sponsored Product, Display and brand ads
- Promotions & Deals Management
- Organic listings ranking
- Multichannel Fulfilment
- Premium A+, Brand Story & Store Management
- Shopify & WordPress website Management
- Order & Inventory management
- Social Media Organic and paid marketing (Meta Ads)
- Keyword Research
- Search Engine Optimization (SEO)
- On-page & Off-Page Optimization

TOOLS PURVIEW

Unicommerce, Zoho
Helium 10, Jungle Scout
Facebook Business Suite
Analytics Google Ads
Google Tag Manager Google
Keyword Planner
Google Search Console
Screaming Frog, Uber Suggest,
SEMrush Canva

AI Tools - ChatGPT, Gemini, RunWay, Mid Journey

CAREER SUMMARY

✓ **Ecommerce Management** - Excellence in Amazon organic & Paid marketing (**Seller Central & Vendor Central management), Etsy, eBay, Myntra, Flipkart, Blinkit (Quick Commerce) and more.**

✓ **FBA & Inventory Management** – Hands on experience in s**hipments, stock alerts, removals, claims and Inbound Cross Dock.**

✓ **Listings Optimization** - Complete knowledge of **A+ Catalogs (Basic and Premium), Brand Story & Store Front** management, Keywords & content management.

✓ **Keyword Research & Optimization** – Identifying high-impact keywords, reducing cost-per-click (CPC), and optimizing content for better organic rankings.

✓ **Sponsored Ads** – Deep knowledge of Sponsored Products/Keywords, Display, and Brand ads. Previous experience of using **Amazon Attribution**

✓ **Content Strategy** – Developing SEO-friendly content and marketing materials aligned with search intent.

✓ **Multi-channel fulfillment** – Hands-on experience in multichannel fulfillment, leveraging Amazon FBA to efficiently fulfill orders across all marketplaces.

✓ **Klaviyo Marketing** – Experience on email builder, automation mails and report generation.

✓ **Canva Designing** – Designing high-quality creatives (including social media graphics, banners, and reels) using Canva.

✓ **Shopify & WordPress Management** – Modifying and optimizing WordPress & Shopify websites to increase user experience.

✓ **Social Media Management** – Strong ability to drive online traffic, engage customers, and enhance brand image through social media **(Facebook, Instagram, TikTok and more), Organic and Paid ads**

✓ **SEO Optimization** – Covering both On-Page (website audits, meta tag optimization, heading structure, sitemap/robots.txt management, analytics setup) and Off-Page (backlink building through guest posts, infographics, business listings, and content syndication).

Tools: Helium 10, Jungle Scout, Canva, Google Keyword Planner, SEMrush, Ahrefs, Google Analytics, Search Console, Screaming Frog, Moz.

PROFESSIONAL EXPERIENCE

Sr. Internet Marketing Specialist

Apr'19 – October 25   **Virtual Employee Pvt. Ltd., Noida, India**

Working on e-commerce marketplaces like **Amazon, Flipkart, Myntra, Blinkit (Quick Commerce) Jio Mart, eBay, Etsy** and more.

Amazon Seller Central, Vendor Central & Vendor author and eBay seller central.

Product **inventory management** on **seller central and FBA** (inventory alerts, inventory removal of unfulfilled inventory, aged inventory, Fixing Stranded & Excess inventory, Replenish Inventory, and more).

Promotional activities on Amazon, eBay, Flipkart, Jio Mart and Etsy.

Listing development and optimization with 100% quality score.

Lightning Deals, Prime exclusive deal, Amazon Vines, Deal of the Day, Coupons, Promotions and more

Creating high-end graphics with the help of Canva.

Amazon, A+ Catalog (Basic & Premium) Brand story & Store Front and eBay enhance content.

Sponsor Products ads, Brand ads, Display ads and optimization to get best ROAS

Buyer Seller communication, **Feedback Management and Review requests**.

Post/content creation and scheduling across **Facebook, Instagram, LinkedIn, and Twitter**, ensuring consistent brand presence through pre-approved posts and strategic timing.

Creating and executing **social media campaigns** on platforms such as **Facebook, Instagram, Reddit and TikTok**.

Managing **content calendars** and growing organic following on all social media channels.

Developed **email templates** using Klaviyo tool drag-and-drop builder. Automated emails for welcome and post-purchase journeys.

Working on both **B2B and B2C modules**

Managed **Shopify and WordPress website**, enhance product page and on-page SEO.

Improved **organic traffic by 30%** through content optimization, heading restructuring, and internal linking.

Executed guest posting, infographic, PDF, Video submissions, and business listings to build high quality backlinks monthly.

Developed SEO-friendly blog strategies, **increasing engagement by 25%**.

Conducted **in-depth keyword research** using tools (**Helium 10, Jungle Scout, SEMrush, Ahrefs, Google Keyword Planner**) to identify high-value, low-competition keywords.

Reduced ad spend by 20%+ by eliminating high-cost, low-converting keywords.

Generated monthly reports with actionable insights for continuous improvement.

ATES (Amazon Trained E-commerce Specialist)

May'14-March'19   **Sellecomm Solutions,Delhi,India**

- Regulated internet marketing, created advanced Amazon analysis report for new clients and provided
- consultancy on Project Planning, Execution, and Management in tune with the core business
- objectives; gained experience in delivering deep keywords research.
- Created and executed Amazon marketing strategy across search and display advertising.
- Managed online sales at e-commerce Marketplaces (Domestic and International marketplaces like
- Amazon, Shopify, EBay and More).
- Worked on Amazon Seller Central, Vendor Central and Vendor Express.
- Managed product inventory across all the marketplaces, promotional activities on Amazon & eBay.
- Optimising product listings on eBay & Amazon and EBC (Enhance Brand Content) creation and
- Brandstore creation.
- Worked on high-performing keywords for sponsored ads to enhance the sales of a product, sponsor
- advertisement, Brand Ads, Display advertisement.
- Performed competitors and products analysis in terms of product range, marketing initiatives
- including functionality and customer offerings on regular basis.
- Handled FBA, inventory alerts, inventory removal of unfulfilled inventory, aged inventory, fixing
- stranded & excess inventory, replenish inventory, and more lightning deals, prime exclusive deal, and
- more.
- Built and executed Amazon Review strategy, Product feedback links, Seller feedback links.
- Worked on both B2B and B2C modules; report and strategy creations.

ACADEMIC DETAILS

2019 Graduated from Delhi
         University
2012 Higer Schooling from CBSE

Personal Details

Address   M1/53, Budh Vihar Phase 1, New Delhi 110086
Date Of Birth   15th February 1997