

# CURRICULUM VITAE

## **Current Address:**

91 Sector FBD, Haryana  
Surya colony, sehatpur fbd, harayana

**Name :** Devender Rawat

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## **SUMMARY**

- Strategic, SEO & Google ads with 6 years experience as Senior Digital Marketing Executive with interactive and Performance marketing Comprehensive knowledge and hands on experience with understanding of Criteo, Seo Strategy, App campaigns and Link Building.
- Experience in E-commerce business (Amazon and Flipkart)
- Handling Multiple accounts for Amazon (Creating Shipments and All activities)
- My goal is to effectively bridge the divide between Search Engine Marketing and Online Businesses.

## **Carrier Objective**

"I am looking out for a challenging job in Digital Marketing and E-commerce field with a competitive environment that offers me the opportunity to exploit my interpersonal and intellectual skills and experience to the maximum potential for the growth of self as well as of the concern where in I get such a chance."

## **Educational Qualification**

- ✓ **MCA** from Bhartiya vidya peeth University, Pachim Vihar
- ✓ ✓ **BCA (2011-2015)** • Jamia Hmadard, new delhi
- ✓ ✓ **12 CBSE board (2011)** • Bnps , Faridabad
- ✓ ✓ **10 {CBSE} (2009)** • Tnps, Faridabad

## Work experience

I have 8 years of working experience in the field of Digital Marketing / Inventory Planning, and Amazon). Currently working at **Maccaron.in** in Gurugram. Also, I have 5 experience in e-commerce platform including Amazon and Flipkart).

### Experience Outline

#### **Assistant manager and Amazon Operations (Market place)**

##### **Maccaron.in, Gurugram, India | Oct 2020 – Present**

Managing end-to-end Amazon Seller Central operations, digital marketing, inventory planning, and B2B e-commerce activities for beauty and skincare brands. Responsible for catalog management, FBA & Seller Flex operations, pricing, promotions, account health, compliance, and performance marketing initiatives to drive sales growth and operational efficiency.

##### **4+ Years of Experience in E-commerce & Marketplace Operations**

Hands-on experience across Amazon and Flipkart platforms, including listing optimization, inventory planning, shipment creation, pricing strategy, promotions, claims management, and coordination with internal teams and marketplace POCs.

##### **Senior SEO Executive**

##### **Nilank Technologies, Sector-64, Noida, Uttar Pradesh | Mar 2018 – Sep 2020 (2 Years 7 Months)**

Led SEO and digital marketing initiatives, including technical audits, on-page and off-page optimization, keyword research, competitor analysis, and performance tracking to improve organic visibility, traffic, and conversions for multiple client websites.

##### **SEO Executive**

##### **Web Gain Technologies LLP, Sector-64, Noida, Uttar Pradesh | Sep 2016 – Feb 2018 (1 Year 6 Months)**

Executed SEO strategies focused on website optimization, content enhancement, link-building activities, analytics reporting, and search engine compliance to support digital growth objectives.

#### **Digital Marketing (Roles and Responsibilities)**

**Site Analysis** – Complete technical report of the website. The report includes ON-PAGEand OFF-PAGE factors of the website.

**Keyword Analysis:** Researching the best keywords using tools like SEM RUSH & AHREF etc. on 3 major factors Relevancy, Popularity and Compositeness.

**On-Page Optimization:** Meta Tags Optimization, Page Headings, Page Content Optimization, Image Optimization, Hyperlink Optimization, New Service Page Creation, XML Sitemap Creation & Submission, Robots File Creation/Optimization

**Off Page Optimization:** Directory Submissions, Blog Creation & Posting, Social Bookmarking, Business Profile Listing, Video Submission, Press Release Promotion, Article Promotion, Blog Commenting, Forum Postings, Classified Submissions, Local Marketing, Image Sharing, Document Sharing, RSS Feed Submissions, Product Reviews, Products Tagging, Shopping Feeds Submissions.

**SEO Strategy :- Complete Website Audit and then create an SEO Strategy. In this Work on improving high search volume keywords for increasing organic traffic.**

**Google Algorithm :** Creating link-building activities and work on SEO according to latest Google guidelines.

**Google Search Console:** Remove technical issues, Critical page experience issues on mobile and desktop, Fixes Core web vitals.

**Google ads** : Creating Google ads campaigns, for e-commerce website **to** increase the current sale. **Hand on** Experience in setting up and optimizing Google Adwords campaigns.

**Criteo** -: Create ads set and display advertising and create highly effective banner advertisements for online browsing.

**Social Media Marketing:** Create/update and design Fanpage and twitter profile for great user experience. Work on various social networks like LinkedIn, YouTube, flickr etc. Create Facebook business “Fan” page, along with programming tabs and integration. For creating awareness and generate sale perform viral marketing on facebook, twitter, flicker and other social networks.

**Web Analytics:** Generation & Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies

**Competitor analysis** : Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors.

### **Amazon Seller Central – E-commerce & Beauty Industry**

#### **Roles & Responsibilities**

#### **Catalogue Management**

- Created new product listings on Amazon Seller Central by researching relevant ASINs and uploading complete product information including titles, bullet points, descriptions, images, videos, pricing, and backend keywords.
- Optimized existing listings by updating titles, descriptions, attributes, and images to improve discoverability and conversion.
- Created and managed parent-child variations for new and existing listings (size, shade, pack type, etc.), especially for beauty and skincare products.
- Ensured listings complied with Amazon category guidelines and beauty compliance requirements.

## **Inventory & FBA Operations**

- Planned and shared inventory allocation for stock movement across warehouses.
- Created FBA shipments for new allocations and shared shipment plans and labels with the warehouse team.
- Booked FBA inbound slots through Amazon Transportation Services (ATS) and Baral when slots were unavailable.
- Coordinated with Baral for FBA slot booking, pickup scheduling, and shipment follow-ups.
- Shared OOS ASINs with internal stakeholders (Daina & Joy) for timely replenishment.
- Handled Seller Flex inbound operations and coordination for smooth inventory flow.
- Pricing & Deals Management
- Managed pricing for top-performing ASINs when deal submissions were not sent for events
- Monitored Buy Box pricing continuously during event periods (day and night) to maintain competitiveness.
- Updated prices according to BAU deals and promotional strategies.
- Fixed inactive auto-pricing issues and resolved MRP and pricing errors in Seller Central.
- Ensured pricing compliance as per Amazon and beauty category guidelines.

## **Order & Claims Management**

- Submitted and managed SAFE-T claims for lost, damaged, or incorrect FBA orders.
- Followed up on FBA return claims and damaged box cases by sharing required documentation with Amazon.
- Provided order-level details and reports to the warehouse team as required.
- Advertising, Promotions & A+ Content
- Coordinated creation and addition of A+ Content for new ASINs to enhance brand presentation.
- Set up coupons and promotional offers for required accounts and events.
- Shared deal proposals with Amazon POCs and followed up for approvals.
- Created promotions and discounts as per campaign and business requirements.

## **Inventory & Performance Reporting**

- Prepared and updated daily inventory and sales reports for brands like COSRX d'Alba, TIRTIR and Korean luxury brands.
- Tracked FBA available units, inbound inventory, and MTD units sold.
- Monitored FC transfer status and FC processing timelines.
- Updated daily units sold reports for Amazon accounts.
- Seller Flex sale and inventory
- Prepared and shared monthly audit reports.

## **Account Health & Compliance**

- Monitored Account Health on a daily basis to ensure compliance with Amazon policies.
- Managed Product Authenticity and Product Condition customer complaints and resolved issues to reactivate ASINs.
- Submitted required documentation for resolving suppressed and inactive ASINs.
- Coordinated with Amazon POCs for ASIN reactivation and escalation when needed.
- Submitted Dangerous Goods (Hazmat) documentation.
- Managed GST and APOB registration processes for new and existing accounts.
- Tracked daily GST and APOB status and coordinated with GST agencies for required documents.
- Submitted GST, APOB, and e-invoicing details for new account setups and IXD program onboarding.

## **STRENGTH**

- Great learning skills and strong desires to learn new techniques to promote the site.
- Flexible to work according to Google's changing policy.
- Completely dedicated to his work and also dedicated for good rank of keywords of the site.
- Positive attitude and cooperative nature with colleagues.

## **Personal Detail:-**

Name	:	Devender rawat
Father's Name	:	Brij Mohan Rawat
Date of Birth	:	18 Dec1993

Language Know. : Hindi & English  
Marital Status : Unmarried  
Gender : Male  
Hobbies : Reading & Computer Works  
Nationality : Indian

#### Declaration

I consider myself familiar with above mentioned skills. I am also Confident of my ability to work in a Team.

I do hereby declare that all the statements furnished above are true, complete and Correct to the best of my knowledge.

Date:.....

Place: Delhi

(**Devender Rawat**)