

Tapas Dass

E-commerce Manager

Location: Delhi NCR | **Phone:** 9599083741 | **Email:** tapas.das188@gmail.com

Professional Summary

Results-driven E-commerce Manager with 14+ years of experience driving online revenue growth across leading marketplaces including Amazon, Flipkart, Meesho, Nykaa, Blinkit and others. Skilled in product listing optimization, pricing strategy, advertising (Amazon Ads & Flipkart PLA), inventory planning, and customer experience enhancement. Strong ability to plan sales campaigns, analyze performance metrics, and implement strategies to improve product ranking, conversion rate, and profitability. Proven record of executing sale events, solving account health issues, and maintaining high stock availability.

Core Competencies

- Marketplace Management
 - Product Listing & SEO Optimization
 - Amazon & Flipkart Ad Campaigns (SP, SB, SD / PLA & PCA)
 - Sales Strategy & Revenue Growth
 - Pricing Control & Margin Planning
 - Inventory Forecasting & Stock Replenishment
 - Dispatch SLA & Order Fulfillment
 - Account Health / Claims
 - Rating & Review Improvement
 - Cross-Functional Team Coordination
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Professional Experience

Lead E-commerce

Familycare Consumer Pvt. Ltd., Delhi

April 2024 – Nov 2025.

- Optimized product listings with keyword-rich titles, bullet points, and images to improve ranking and visibility.
- Managed pricing strategy and competitor tracking to maintain profitable Buy Box share.
- Planned and executed marketing campaigns to increase conversion rates and brand awareness.
- Monitored inventory levels and coordinated with warehouse team to ensure >98% product availability.
- Handled customer support and return resolution to maintain positive ratings.
- Managed ad campaigns and analyzed performance KPIs including ACOS, ROAS, CTR, and CR.
- Prepared weekly and monthly sales reports for management.

Key Achievements:

- Improved listing visibility and product ranking across core categories.
 - Increased monthly sale volume through optimized ads and competitive pricing.
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E-commerce Assistant Manager

Visage Beauty & Healthcare Pvt. Ltd., Noida

June 2022 – March 2024

- Managed marketplace operations including product listings, pricing updates, and promotional deals.
 - Created and optimized advertisement campaigns to improve ROAS and control spends.
 - Monitored orders, returns, cancellation trends, and payment settlements.
 - Ensured synchronization between warehouse and marketplace stock.
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E-commerce Executive

Kundan Care Pvt. Ltd., Delhi

July 2014 – May 2022

- Onboarded new marketplaces and expanded product catalog.
 - Managed daily pricing updates, ads, order processing, and dispatch SLAs.
 - Generated payment, return, and cancellation analysis reports.
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Procurement Operations Executive

Flipkart India Pvt. Ltd., Delhi

August 2010 – June 2014

- Managed inventory planning and vendor purchase orders.
 - Coordinated procurement operations to maintain stock availability.
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Education

BA (Hons) Political Science

Delhi University (2005 – 2008)

Technical Skills

- Amazon Seller Central
 - Flipkart Seller Hub
 - Meesho Supplier Panel
 - Microsoft Excel / Google Sheets
 - PPC / PLA Campaign Optimization
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Languages

- Hindi
- English
- Bangla

Personal Details

- Date of Birth: 16 June 1988
- Marital Status: Married
- Child: 1 (Son)