

AMAN JHA

Kolkata, India

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PROFESSIONAL SUMMARY

Performance-driven Ecommerce & Marketplace Specialist with hands-on experience managing end-to-end online business operations across Amazon and D2C channels. Skilled in performance marketing, catalog optimization, conversion strategy, inventory planning, and revenue growth.

Strong analytical mindset with deep understanding of marketplace algorithms, customer behavior, and sales drivers. Proven ability to build and scale ecommerce operations from the ground up while maintaining operational efficiency and profitability.

Recognized for ownership, execution speed, and data-led decision making in fast-paced ecommerce environments.

CORE SKILLS

- Ecommerce Operations
 - Amazon Seller Central Management
 - Performance Marketing (Amazon PPC)
 - Catalog & Listing Optimization
 - Keyword Research & SEO
 - Conversion Rate Optimization (CRO)
 - Inventory Planning & Demand Forecasting
 - Pricing & Promotion Strategy
 - Marketplace Analytics & Reporting
 - Customer Journey Optimization
 - Shopify Store Operations
 - Supplier & Logistics Coordination
 - Competitive Analysis
 - Revenue Growth Strategy
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PROFESSIONAL EXPERIENCE

Ecommerce Operations & Marketplace Specialist

Cafedeen Enterprises | Kolkata

2020 –2025

Key Responsibilities & Achievements

- Owned end-to-end ecommerce operations across marketplaces and D2C channels — spanning catalog, performance marketing, pricing, inventory, and customer experience.
- Managed Amazon Seller Central business operations including listing strategy, catalog structuring, keyword architecture, promotional planning, and pricing optimization.
- Executed and scaled Sponsored Products, Sponsored Brands, and Sponsored Display campaigns — improving ROAS while systematically reducing ACoS and TACoS.
- Built online revenue channels from the ground up through structured keyword targeting, conversion optimization, and high-impact content strategy.
- Conducted advanced keyword research using Helium 10, enabling stronger organic ranking and improved product visibility.
- Monitored and interpreted key ecommerce metrics including CTR, CVR, CPC, ACoS, ROAS, and contribution margins to guide performance decisions.
- Led inventory planning aligned with sales velocity — preventing stockouts while minimizing excess holding costs.
- Optimized product detail pages through titles, backend search terms, image stacks, and A+ content to improve conversion rates.
- Analyzed customer reviews, behavioral trends, and return data to identify friction points and implement corrective actions.
- Coordinated with suppliers, logistics partners, and packaging vendors to ensure fulfillment efficiency and operational continuity.
- Supported D2C growth via Shopify — overseeing storefront setup, payment integrations, order workflows, and funnel-level customer journey enhancements.

Digital Marketing Associate (Short-Term Assignment)

Sutras Marketing Agency

Sept 2024 – Nov 2024

- Assisted in digital campaign execution and performance tracking across online channels.
 - Supported content coordination and marketing operations for client accounts.
 - Collaborated with internal teams to ensure timely delivery of campaign assets.

Operations Intern – Import & Export

Jan 2024 – Mar 2024

- Supported documentation and compliance processes for cross-border shipments.
 - Assisted in managing operational workflows related to logistics and trade procedures.
 - Gained exposure to supply chain coordination and international trade practices.

TOOLS & PLATFORMS

Amazon Seller Central
Amazon Advertising Console
Helium 10
Jungle Scout
Shopify
Razorpay / Paytm
Microsoft Excel
Google Sheets

EDUCATION

Bachelor of Business Administration (BBA) – Finance
The Bhawanipur Education Society College

CERTIFICATIONS

- NSE Academy Certification in Financial Markets