

Pawan Singh
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CAREER OBJECTIVE

Results-oriented Ecommerce Manager seeking to lead and drive online revenue growth through strategic planning, team management, and the implementation of data -driven strategies.

PROFESSIONAL SUMMARY

As an E-commerce Manager with 10 Years of success in driving online sales and enhancing customer experience. Proven ability to optimize website performance, manages product listings, and implements data-driven marketing strategies. Handling marketplace account such as Flipkart, Amazon. In, JioMart, Blinkit, Zepto, Insta-Mart, Amazon.com, eBay, Wal-Mart, shopify & Woo commerce etc.

WORK EXPERIENCE

Organization	Designation	Duration
• Jabra Connect India Pvt. Ltd	E-Commerce Manager	Sep 2020 – Present

Job Experience

Company: Jabra Connect India Pvt. Ltd

Scope: E-Commerce Manager

Roles & Responsibilities –

Management of e-commerce marketplaces Amazon.in, Flipkart, Jio mart, Myntra, First Cry, Blinkit, Zepto, Insta mart, Amazon.com, and eBay, Wal-Mart, D2C and B2C and B2B, Amazon Vendor central, Jabra. In, Shopify, Snap-deal, Myntra etc.

Strategy & Planning: Develop and implement performance marketing strategies across various digital channels like paid search social media advertising, display advertising.

Campaign Management: Oversee the execution and optimization of marketing campaigns, ensuring they align with overall business objectives and KPIs.

Data Analysis & Reporting: Analyze campaign performance data, track key metrics (CTR, CPC, CPA, ROAS, etc.), and generate regular reports to identify areas for improvement and optimize ROI. Analyzing website performance, sales data, and customer behavior to identify areas for improvement and inform decision-making.

Cataloging: Listing and cataloging on all Marketplace portals & all others platforms- create bulk & single listing.

Account Management - Marketing and brand promotion, Manage item creation, pricing, cataloging, A+ Listing and A&B Testing. Managing Amazon Vendor Central, dealing with Respective Category Managers and Account manager for sales planning & promotions

Inventory Management – Inventory forecasting, involves the processes of tracking, controlling, and optimizing the flow of products within an online business, in and Out and Reconciliation, projection, FBA & FBF shipment creation for inventory replication.

Sales & Marketing: Managing online sales, implementing promotional campaigns, and optimizing marketing efforts to drive traffic and conversions.

Website Management: Ensuring the website is user-friendly, managing product listings, and optimizing the online shopping experience.

Customer Experience: Ensuring a positive customer journey through effective communication, timely responses to inquiries, and efficient order processing.

Team Collaboration: Working with various teams, including marketing, IT, and customer support, to align efforts and achieve business goals.

Trend Awareness: Staying updated on ecommerce trends, technologies, and best practices to ensure the business remains competitive.

Return Management - handling customer returns of products purchased online. Managing returns, claim, file safety claims etc. Managing returned inventory efficiently is critical to avoid losses. This includes inspecting returned items, determining their condition (resalable or not), and restocking them accordingly.

P&L (Profit and Loss) management - tracking revenue, costs, and expenses to understand profitability and make informed decisions. It's crucial for assessing financial health, identifying areas for improvement, and planning for future growth.

New Launch - a structured approach encompassing pre-launch planning, launch day activities, and post-launch optimization. Defining target audiences, developing a compelling brand and messaging, creating a robust marketing strategy, and ensuring a seamless customer experience.

Reviews & ratings - actively collecting, monitoring, responding to, and analyzing customer feedback on products and services , build trust, improve customer experience, and ultimately drive sales. Effective management includes using tools to gather reviews, respond to both positive and negative feedback, and leverage reviews for marketing purposes.

PREVIOUS ORGANIZATION& EXPERIENCE

Organization	Designation	Duration
Resellers India LLP	Ecommerce Specialist	Oct 2016—Aug 2020

Roles & Responsibilities-

- Handling Marketplaces like Amazon, Flipkart, Snap deal, Shopify website, Blinkit, Bigbasket, Amazon.com, Shop clues, Paytm, shotang, b2c2, Udaan etc. Familiar with cataloging, listing, inventory management, also involving in Order process and all online activity.
- Coordinate with all marketplace category managers.
- Handling Mosquito Repellent & Home kitchen products
- Online sales & operations, increases company revenue
- Developed the completely online presence
- Participate in promotion and deals, Running Ad promotion
- Handling Customer Care Queries (Inbound & Outbound both)
- Providing on time support and communication to customer within TAT
- Handling customer query after delivery of order & helping them with status of their orders/returns
- Monitoring customer complaints & managing customer retention and satisfaction
- Understanding customer concern and to help them solving their query with their satisfaction
- Communicating with customers through various channels, mails, chat, calls, social media
- Ensuring seamless communication with team to keep high moral and low chances of mistake
- Efficiently managing problems of customers to win their loyalty with satisfaction
- Efficiently managing the online departmental issues and problems internal as well as external.
- Supervising the team while setting up the online store and updating all stocks time to time.

Organization	Designation	Duration
Peng Essential	Ecommerce executive	Dec 2014 To Sep 2016

Roles & Responsibilities –

- Handling Seller Accounts of Peng Essential at all marketplaces like Flipkart, Amazon, snap deal, Crafts villa, Paytm etc. Familiar with cataloging, listing, inventory management, also involving in Order process and all online activity.
- Providing on time support and communication to customer within TAT
- Handling customer query after delivery of order & helping them with status of their orders/returns
- Monitoring customer complaints & managing customer retention and satisfaction
- Understanding customer concern and to help them solving their query with their satisfaction
- Communicating with customers through various channels, mails, chat, calls, social media
- Ensuring seamless communication with team to keep high moral and low chances of mistake
- Efficiently managing problems of customers to win their loyalty with satisfaction
- Efficiently managing the online departmental issues and problems internal as well as external.
- Supervising the team while setting up the online store and updating all stocks time to time.

Technical skill-

- Digital marketing, data analysis, and platform expertise, content creation and hilum10 etc.
- ERP reporting, MS Office, Advance Excel, v-lookup, sum if lookups and all other’s formula etc.
- Digital River, GGA ERP & OMS
- Data management, Manage ODOO ERP.

Education-

- B. SC (PCM) Bachelor of Science in information Technologies from Nagpur University in 2011.
- Diploma Pharmacy 2007 To 2009
- Sr. secondary education from Nagpur Board, in 2006.
- Secondary education from Nagpur Board, in 2004.

PERSONAL DETAILS

Father’s name : Mr. D P Singh
Date of Birth : 12April 1988

Date: _____

(Pawan Singh)