



# Rajesh Kumar Kar

Ecommerce Manager

## PROFILE SUMMARY

ATES-certified Ecommerce Manager with 8.7+ years of experience driving sales growth and optimizing performance across Ecommerce and Quick Commerce channels. Expertise in marketplace management on Amazon, Flipkart, Blinkit, Zepto, Swiggy, Big Basket, Udaan, and Shopsy. Skilled in D2C platform management using Magento and Shopify. Proven success managing portfolios for top brands like IndiaMART, GEM, Spacemantra, Paytm ONDC, Tops India, and Nourish Organics. Demonstrated ability to deliver 30-40% sales growth through strategic issue resolution, business process optimization, and strong communication. Experienced in B2B brand management too with a focus on adaptability and results-driven strategies.

## PERSONAL INFORMATION

- ✉ Email  
rkar2448@gmail.com
- 📞 Mobile  
(+91) 7668612031
- 📅 Total work experience  
8 Years 7 Months
- 🌐 Social Link  
<https://www.linkedin.com/in/rajesh-kumar-kar-2b3990123/>

## KEY SKILLS

- Market Place
- Promotional Campaigns
- E-commerce
- Categorization
- Website Management
- Product Pricing
- Product Listing
- Cataloguing
- Catalog Management
- Marketing Campaigns
- Catalog Manager
- Ecommerce Marketing
- Excel
- Shopify
- Online Sales
- Magento
- Ecommerce Development

## EDUCATION

- 2016 B.Tech/B.E.  
Uttar Pradesh Technical University (UPTU)
- 2012 XIIth  
English
- 2010 Xth  
English

## WORK EXPERIENCE

- Jul 2025 - Present Ecommerce Manager  
Nourish Organics
  - Spearheaded comprehensive management of all aspects of ecommerce, ensuring seamless order processing and issue resolution.
  - Drove effective campaign management to enhance sales traffic across multiple platforms.
  - Conducted meticulous payment reconciliation, maintaining financial accuracy and efficiency.
  - Collaborated with key marketplaces including Blinkit, Zepto, Swiggy, Big Basket, Amazon, Flipkart, and others to optimize product visibility and sales.
  - Addressed and resolved supply chain challenges to ensure timely delivery and customer satisfaction.
  - Leveraged skills in demand planning and ecommerce development to improve operational efficiency and drive revenue growth.
  - Enhanced ecommerce marketing strategies, adapting to dynamic market trends to maximize online presence.

OTHER PERSONAL DETAILS

City Noida  
Country INDIA

HOBBIES

Watching TV and Movies Playing cricket  
Drawing etc.

LANGUAGES

- English
- Bengali
- Hindi

EXTRA CURRICULAR

Jul 2024 - Jul 2025

**Reason of Leaving:** No stock to sell and no marketing budget for marketplaces. Also the salary is delayed every month.

Assistant Manager Ecommerce  
**TOPS India- AWL Subsidiary**

- Oversaw daily operations of B2B and B2C e-commerce portals, ensuring seamless order processing and fulfillment.
- Managed sales traffic and campaign initiatives, resulting in increased customer engagement and higher conversion rates.
- Handled payment reconciliation and addressed supply chain issues to maintain operational efficiency and customer satisfaction.
- Collaborated with major marketplaces including Blinkit, Zepto, Swiggy, Big Basket, Amazon, Flipkart, Udaan, and Otipy to optimize product visibility and sales performance.
- Leveraged coordination skills to enhance teamwork and communication across departments for improved service delivery.

**Reason of Leaving:** No supporting staff to support with the PAN india operations.

Aug 2023 - Apr 2024

Senior Associate - Ecommerce Operations  
**Paytm ONDC**

- Managed and optimized product catalogs to enhance customer experience and drive sales performance.
- Implemented effective marketing campaigns that improved conversion rates and significantly boosted revenue generation.
- Conducted comprehensive price comparison analysis to ensure competitive pricing, maximizing profitability across product lines.
- Streamlined catalog operations by enhancing data accuracy and efficiency, leading to substantial time and cost savings.

**Reason of Leaving:** Layoff due to Paytm Payments Bank Issue.

Dec 2021 - Jul 2023

Senior Ecommerce Specialist  
**Spacemantra**

- Directed a high-performing team at Spacemantra, a building material startup, to boost operational efficiency in catalog creation and maintenance.
- Supervised data validation processes, effectively resolving queries to enhance accuracy in catalog operations.
- Developed and implemented robust strategies for catalog audits, ensuring product information accuracy and completeness.
- Compiled and produced Management Information System (MIS) reports, tracking performance metrics to facilitate data-driven decision-making.
- Conducted detailed analyses to identify improvement areas, significantly contributing to the overall success of catalog operations.

**Reason of Leaving:** Due to change in business model I have to change the company.

Mar 2020 - Sep 2021

Senior Ecommerce Executive

### Intellect Design Arena

- Conducted comprehensive quality audits of medical and agricultural catalogs, ensuring accuracy and completeness.
- Enhanced customer satisfaction through meticulous attention to detail and quality assurance practices.
- Contributed to improved sales performance by identifying discrepancies and implementing effective solutions.
- Collaborated with cross-functional teams to streamline processes and optimize catalog management.

**Reason of Leaving:** Contractual job, hence after completion of Contract I have to leave.

Nov 2016 - Mar 2020

Senior Ecommerce Catalog Executive

### Creative lipi webtech private limited(Indiamart)

- Developed and implemented strategies that optimized product listings, achieving a 30% increase in sales conversion rate.
- Managed a comprehensive catalog of over 10,000 products, ensuring information accuracy and currency for improved customer accessibility.
- Collaborated effectively with cross-functional teams to enhance product descriptions and images, resulting in a 20% increase in customer satisfaction ratings.
- Delivered exceptional customer support through prompt and efficient service, consistently exceeding customer expectations.

**Reason of Leaving:** Better scope of growth and future.

## Projects

365 Days

### Fast Deal Service

- Developed and launched an online shopping platform catering to both B2B and B2C markets.
- Implemented scalable e-commerce solutions enhancing user experience for diverse customer segments.
- Integrated secure payment gateways and optimized product catalog management to drive sales growth.

## COURSES & CERTIFICATIONS

---

- Microsoft Office
- Adobe Photoshop
- Coreldraw certification
- Digital Marketing and ATES