

SOUTRIK GOUTAM

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## **EXPERIENCE**

AMAZON DEVELOPMENT CENTRE (Catalogue Automation Lead)

Bangalore, India

2023

- Led and manage a team responsible for maintaining and enhancing the Amazon product catalogue, ensuring all product information is accurate, detailed, and up-to-date
  - Onboarded **220+** new competitors and validated the crawl frequencies before **Prime Day**
  - Monitored **2350+** E-commerce **competitors** across the world (**EU, NA, FE**) and kept Amazon price competitive in FY 24,25.
  - Implemented **VBA** scripting to **automate** MIS processes, resulting in **15+manhrs/week** reduction
  - **Liaised** with multiple teams & stakeholders to handle escalations during New Year, Republic Day, Valentine's Day, Black Friday, Cyber Monday, BTS, Christmas etc. sales.
  - **Awarded** extra mile for resolving **₹5Cr** tax backlog across **20+** Marketplaces 500 competitors
  - Achieved **20%** reduction in **TAT** through implementation of reduction in Rudra **error** queue
  - Designed an ops efficiency-focused **training and SOPs** linking critical process **metrics** & **SLA** achievement
  - Hired new folks and trained them to cope up with the fast pace work requirements in peak periods
  - Ideated **10+ ppts** & collated **12+** docs for regional representation of India Ops performance

AMAZON DEVELOPMENT CENTRE (Automation Analyst)

Bangalore, India

AMAZON B  
2021-2023

- Topped in the process thrice by closing **1400+** tickets per month
  - Configured **250+** sales across all the marketplaces overnight multiple times
  - Invented and delivered insights that enhanced duplicate entries and reduced **NVA** by **23%**
  - Worked relentlessly with SDEs to track down scrape/proxy/blockage issues and reduced queue by **67%**
  - Contributed to implement **tools** for **sale tracking** and error deductions to save manual labor
  - **Awarded** Avengers award for process automation resulting in **58%** reduction in process time

AMAZON DEVELOPMENT CENTRE (Process Associate)

Bangalore, India

AMAZON D  
2019-2021

- Streamlined and improved mapping process to enhance **accuracy & depth** of product analysis
  - Worked with the Monitoring Team for Brazil Marketplace to provide **price sharpness**
  - Collaborated with tech team to **automate** processes to increase SKU coverage by **20%**
  - Contributed to rise in sales by **15% YOY** during Prime Day Sale'20; through **SLA** improvements
  - Trained **8** new hires on tools & guidelines used via **15+ hrs** KT sessions & thorough audits
  - Worked before Amazon launched in Singapore, Sweden, South Africa as **pilot projects**

## **Nestscribes (Catalog Associate)**

Kolkata, India

NCERTCBSE  
2018-2019

- Managed the end-to-end lifecycle of **product listings**, ensuring product **information** and **images** met quality standards and company guidelines.
  - Regularly connected to clients and vendors for betterment of **description per ASIN**
  - Collaborated with merchandising, marketing, and operations teams to ensure product data aligned with sales strategies.
  - Implemented systems and nomenclatures to automate catalogue management tasks, reducing manual workload and increasing operational efficiency by **12%**
  - Conducted data audits to identify and resolve **inconsistencies**, leading to a significant reduction in **catalog errors**

## Additional

- Volunteered with youth organization led a team delivered 1000+ individuals Oxygen cylinders, medicines, food during **Covid'19**
  - Volunteered **60+ hrs** with NGO Operation Smile for operational & fund-raising activities
  - Proven ability to lead teams, implement strategies to improve data accuracy, and drive operational efficiency
  - Created a sports media center in different social media with **12k+** total followers and **391K+** reach across YouTube, Facebook
  - Hosted **20+** podcasts regarding mental health, sports, politics, music, theatre
  - Associated with **GVW** and provided menstrual kit for needful women and educational kit for economically backward talented kids.
  - Won **2** Amazon Football League Trophies

EDUCATION

Narula Institute of Technology (B. Tech – Electrical Eng'18)

Kolkata, India

- Awarded ₹**20k/Sem** worth merit scholarship for 3 consecutive Sem for being among **top 20%**
  - Received distinction award for **2/3** consecutive semesters for securing individual subject GPA
  - Formed cultural club, annual magazine and theatre group Sparsh. Won **10/15** awards from prestigious Universities, all over India.
  - Graduated bachelor degree with CGPA **7.9/10**