

Gaurav Kumar Singh

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Professional Summary

Results-driven Key Account Manager with experience handling 25+ brands across Health, Beauty, OTC, and Pet Care categories. Skilled in managing 5.5 Cr+ monthly portfolios, executing data-led marketing campaigns, and optimizing performance using Tableau, CRM, and PPC platforms. Strong in cross-functional collaboration, driving growth, and aligning strategies with business goals.

Professional Experience

Key Account Manager

Jan 2026 – Present

Counfreedise Retail Services Limited (BuyMore), Bangalore, India

- Lead and manage a team of Account Managers, providing direction, performance oversight, and execution support across key brand accounts.
- Own team KPI tracking and closure, including excess stock correction, target planning, SKU-wise growth monitoring, and brand launch readiness across marketplaces.
- Drive integrated marketplace strategy development across Amazon, Flipkart, Myntra, Jiomart, and Meesho, ensuring alignment between pricing, promotions, inventory, and ads..
- Conducted in-depth P&L analysis, improving product-level profitability and overall portfolio ROI.
- Review and correct Buy Box performance, feature offers, and pricing discrepancies to protect brand visibility and conversion.
- Prepare business roadmaps for new vendor onboarding, including launch plans, category strategy, pricing frameworks, and growth milestones.
- Analyze IXD and FBF inventory health, ensuring optimal stock deployment and reducing stock ageing and OOS risks.

Senior Account Manager

July 2023 – Dec 2025

Counfreedise Retail Services Limited (BuyMore), Bangalore, India

- Spearheaded account management for 25+ Health, Beauty, OTC, and Pet Care brands, managing a monthly portfolio worth 5.5 Cr+.
- Delivered up to **30% YoY growth** by optimizing pricing, promotions, and advertising strategies across Amazon, Flipkart, Myntra, Jiomart, Nykaa, and Meesho.
- Drove record-breaking sales during marquee events (Amazon Prime Day, Flipkart BBD) through campaign planning, catalog optimization, and stock planning.
- Automated reporting with **Tableau dashboards and Excel models**, improving decision-making and operational efficiency.
- Conducted in-depth P&L analysis, improving product-level profitability and overall portfolio ROI.
- Built strong client/vendor relationships (Mankind, Sun Pharma, Abbott, Lotus Herbals, Menarini), ensuring brand satisfaction and retention.
- Expanded business opportunities by onboarding new platforms (e.g., Meesho) and launching multiple categories, driving incremental revenue streams.

- Managed and mentored junior account managers, guiding them on client servicing, reporting, and e-commerce strategy execution.
- Managed daily operations and business hygiene for brands like **Sun Pharma, Mankind, Abbott, Lotus Herbals, Menarini** on Amazon and Flipkart.

Education

MBA in Marketing & Finance 2023
 Dr. Shyama Prasad Mukherjee University, Ranchi **A / 80%**
Relevant Coursework: Strategic Marketing, Financial Modeling, E-commerce Management, Consumer Behavior Analysis

Bachelor of Computer Application (BCA) 2021
 Ranchi University **76.5%**
Relevant Coursework: Data Analysis, Business Analytics.

Intermediate (10+2) Science 2018
 Kendriya Vidyalaya, Ranchi

Matriculation (10th) 2016
 Kendriya Vidyalaya, Ranchi

Certifications

- **Google Digital Marketing Certification** (*Credential ID: 315944630, Completed: May 2024, View Credential*)
- **Amazon Ads Advanced Retail Certification** (*Completion ID: 5794874, Completed: July 2024, View Credential*)
- **JPMorgan Chase & Co. Excel Skills Simulation**
(Credential ID: wDsPf885GTa8fPWGo) Click here to view the certificate
- **Leadership & People Management (Semrush Academy)** (*Credential ID: 5da18b41a0, Completed: June 2024, View Credential*)

Skills

Technical Skills:

- Data Analysis: Tableau, Excel, Digital Marketing: PPC, SCO, SCM, E-commerce Tools: CRM Software, Catalog Optimization (Amazon, Flipkart, Meesho, Myntra)
- Reporting and Automation: Automated Dashboards, Performance Metrics Tracking (Sales metrics, Conversion Rate, Advertising performance, Customer Metrics, Traffic Metrics, Return Rate, Fulfillment Metrics, Inventory Performance)

Soft Skills:

- Client Relationship Management, Account Management, Vendor Relationship Management, E-commerce Strategy, Sales Growth Strategies, Up and Cross-Selling, Revenue Target Achievement, Pricing Strategies, PNL Management, Customer Retention Tactics, Business Development and Expansion, Financial Oversight

Projects & Key Achievements

- Handled end-to-end account management for 25+ brands (Health, Beauty, OTC, Pet Care) with INR 5.5 Cr+ monthly portfolio.
- Achieved 30% YoY growth via pricing, promotions, and advertising.
- Improved efficiency by streamlining workflows and automating reports.
- Ensured brand visibility and compliance across Amazon, Flipkart, Myntra, Jiomart, Nykaa, and Meesho.
- Managed cataloging, stock planning, and demand forecasting to reduce stockouts.
- Delivered record sales in Amazon Prime Day and Flipkart Big Billion Days campaigns.
- Conducted P&L analysis to optimize profitability.
- Collaborated with ads, catalog, finance, and warehouse teams for seamless execution.
- Grew key brands (Sun Pharma, Mankind, Lotus, Menarini, Abbott) across Amazon and Flipkart.
- Doubled Mankind sales within one year through optimized pricing, promotional planning.
- Handled category expansions maximum new product launches under Mankind, strengthening portfolio depth.
- Successfully added Meesho portal for Mankind sales (new business channel formation). Working on additional progressive marketplace onboarding for category growth.
- Built the Mankind OTX brands baby category strategy from scratch in e-commerce. Managed Daffy catalog listings, brand page design, brand registry, and organic visibility setup. Achieved 30 lakhs monthly organic business for OTX brands without heavy ad spends.
- Sunpharma key brands launched and grown on Amazon, Flipkart Myntra (Photostable, Xerina, Suncros, Moisturex, Cebhydra)
- Photostable Gold growth to 4x and made 35 lakhs SKU in 3 months on Amazon.
- Abbott key brands launched and scaled on Amazon, Flipkart Myntra (Selsun, Melaglow, Skinabble, Follihair, Folliserum and Minicheck)
- Executed event-driven pricing and promotions (e.g., Freedom Day Sale).
- Used Tableau and Excel dashboards for sales insights and KPI tracking.
- Ensured accurate listings, timely inventory, and promotional alignment.
- Maintained vendor relationships, boosting satisfaction and retention.