K. MAHESH BOOPATHI

E-Commerce Operations & Digital Marketing Executive

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PROFESSIONAL SUMMARY

Results-driven E-Commerce & Digital Operations Professional with extensive experience in online marketplace management, CRM operations, digital marketing, customer relationship management, and technical support. Proven expertise in Amazon, Flipkart, JioMart operations, lead generation, SEO, Meta Ads, Odoo CRM, and cross-functional coordination. Strong analytical, communication, and problem-solving skills with a track record of improving sales performance, customer satisfaction, and operational efficiency

EDUCATION

B.E–(ECE)

ELECTRONICS AND COMMUNICATION ENGINEERING

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM

YEAR OF GRADUATION **2021**

CGPA: 6.9

SKILLS

- WordPress website design
- Figma (Basic)
- Online store administration
- Product inventory management
- Product listing optimization
- Digital Marketing
- Meta Ads
- Google Ads
- Amazon Ads
- Email Marketing
- WhatsApp Marketing
- CRM Management (Odoo)
- SEO (On-Page & Technical)
- Google Analytics
- Google Search Console
- Reporting & Data Analysis
- AI Image Generation
- AI Video Generation
- Canva

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT EXECUTIVE   SEP 2024-PRESENT
GREENRICH ENVIRO SOLUTIONS PVT. LTD.

E-Commerce Operations & Marketplace Management
- Executed end-to-end seller operations across **Amazon, Flipkart, Meesho and JioMart** covering **product listing, catalog optimization, pricing strategy**, and **order fulfillment.**
- Improved product visibility and conversion rates by optimizing **A+ content, brand store layouts, comparison tables**, and **product images.**
- Launched **festival campaigns, coupons, lightning deals**, and **promotional offers**, ensuring alignment with seasonal sales strategies.
- Reviewed seller **performance metrics, customer feedback,** and **marketplace compliance** to maintain consistent seller ratings and customer satisfaction.
- Prepared **weekly and monthly sales performance reports,** covering revenue trends, ad spend, and ROI for management review.
  - 📊 [Amazon Performance Report]
  - 📈 [Amazon Brand Store]

Digital Marketing & Social Media
- Delivered **Meta Ads** (Facebook & Instagram) campaigns focused on **lead generation** and traffic, supporting monthly marketing objectives.
- Published daily posts, reels, and promotional creatives across brand social media accounts, **increasing inbound inquiries** and **engagement.**
- Analyzed ad performance using **A/B testing** and **audience insights** to **optimize targeting** and cost efficiency.
- Handled Pages
  - Facebook ⓕ [Greenrich Global] | [My GreenBin]
  - Instagram 📷 [@greenrich.global] | [@my_greenbin]

Email, WhatsApp & Website Management
- Ran **email marketing campaigns** Through **Odoo CRM,** including **customer segmentation, promotional messaging,** and **scheduled follow-ups.**
- Executed **WhatsApp marketing campaigns** via AISENZY to **promote offers and product updates,** contributing to repeat customer engagement.
- **Developed WordPress corporate** and **e-commerce websites, integrating payment gateways, lead capture forms, WhatsApp chat, and SEO best practices.**
- Implemented **on-page SEO, technical SEO,** and **page speed optimization, improving website visibility** and search rankings.

- Adobe Photoshop (Basic)
- Affinity (Basic)
- Capcut
- Blender (Basic)
- Linux (Ubuntu)
- Python (Basic)
- Embedded Systems
- OS Installation : Linux (Ubuntu), Windows
- Microsoft Office
- Microsoft Excel
- Lead Generation
- Sales Funnel Management

PROJECTS

- **Multiple Interface-Based Firefighting Robot (2021)**
  Designed an Arduino-based automated robot integrating multiple sensors for fire detection and response.

- **Embedded Contact Management System (2023)**
  Developed a microcontroller-based contact management solution during Emertxe Institute training.

CERTIFICATIONS

- Embedded Systems & Linux Training — Emertxe Technology (6 Months)

- Recent Trends in Embedded Technology — NPR College (2019)

- Smart India Hackathon (Internal) — NPR College (2020)

LANGUAGES

Tamil

English

- **PROJECTS**

🌐 **Brand Portfolio**   www.MyGreenBin.in
                             www.Recyclixinnovations.com

🛒 **Multi-Vendor E-Commerce**   www.GreenrichBazaar.com

🧑‍💻 **Personal Portfolio**   www.EditorUdhayaprakash.in

Lead Generation & CRM Operations
- Generated and nurtured **B2B leads** through **INDIAMART** and **TradeIndia**, handling **cold calls, quotations, follow-ups,** and structured follow-ups.
- Updated and tracked 100% of leads in CRM systems and monitored sales pipelines and **performed lead-to-conversion analysis** to improve follow-up accuracy.
- Implemented **automated follow-up workflows in CRM**, reducing average response time and improving lead engagement.

Team & Operations Management
- Supervised **daily operational** tasks within marketing and sales support teams to ensure **timely execution of campaigns.**
- Coordinated with logistics teams for inventory planning, order tracking, and delivery coordination.
- Supported pricing analysis, sales forecasting, and operational reporting for management review.

CUSTOMER RELATIONSHIP EXECUTIVE   MAR 2024 – SEP 2024

CAFS INFOTECH PVT. LTD., CHENNAI

- Handled **customer interactions, service inquiries,** and **escalations**, ensuring high satisfaction and retention.
- Provided **pre-sales** and **post-sales support,** guiding customers through products and services.
- Updated CRM systems, **tracked customer engagemen**t, and prepared **service and sales reports.**
- Coordinated with sales, operations, and accounts teams to **resolve order, billing**, and **payment issues.**
- Collected and analyzed **customer feedback** to identify service improvement opportunities.

CUSTOMER SUPPORT ENGINEER   NOV 2021 – SEP 2023

EUREKA FORBES PVT. LTD., COIMBATORE

- Delivered **on-site** and r**emote technical support,** including t**roubleshooting, installation,** and **preventive maintenance**.
- Diagnosed hardware and system-level issues, ensuring **equipment reliability** and **performance.**
- Conducted **customer training** and **product demonstrations.**
- Maintained **service records, technical reports**, and **CRM updates.**
- Collaborated with engineering teams to escalate complex issues and improve product quality.