



Ashwin Yadav

Category management, Digital marketing, Business development, consulting startups, product strategy, Project Management , Team Handling.

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2019- **Freelance Consultant** (Digital marketing, SEO, eCommerce Startups, Sales and Business development, Brand and product strategy, Business setup and process enhancement).

EXPERIENCE

Stock book LLP

2017-2018

Marketing Manager

Ad campaigns for mobile application.
SEO , SEM, online promotion , social media promotion.
Content management , Team handling, project strategy.

Infibeam.com

2016-2017

Category manager

Category management, Vendor on Boarding, Product Strategies, SEO, Content & Catalog Management, Team Handling, Product procurement, Fulfilment.

Snapdeal.com

2013-2016

Area Manager

Team handling, Sourcing products, Quality, catalog, category mix. -Collect, integrate and synthesize information from various data sources. Business development for the city/region -Liaison tie-ups with brands for "Snapdeal".

Adray LLP

2013-2014

Senior Marketing & Category Manager

Sourcing products, priority model, catalog, margin on products, Data Management. User experience, user interface, web analytics.

Groupon INC

2011-2013

Senior Marketing Consultant

Get deals from partners in India. Work on Lead, inventory, conduct competitive and regional trend analyses secure appropriate supply, Measure revenue, P&L, market share, and competitor ranking, Product Catalog, Category Management.

Levis

2008-2011

Store Manager

Store operations, store targets, visual displays, ordering merchandise inventory. To train, motivate staff and maintain the performance.

EDUCATION

India Institute Of Planning & Management

2004-2006

Master Of Business Administration

Gujarat University - India

2003- 2004

Bachelor Of Business Administration

PROJECTS

2001-2006

- Critically analyzing the shopping attitude and consumer buying behaviour in organized retailing with the new trends of supermarkets.
- Sales and distribution of different life insurance companies.
- Project on Consumer Insight for Electrotherm company (electric automobiles).

LANGUAGES

English (Full Professional proficiency), Hindi (Native)