

# Tejal Patel

Customer Success Manager

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## Job Objective

Result-oriented Associate Manager with over 12 years of experience in Account Management, E-commerce Operations, Vendor Management, Inventory Management & Amazon Campaign Management, Event Management, People management, Project Management. Seeking for E-Commerce Manager, Category Manager and People Manager role in a reputed firm preferably in Ahmedabad.

## Profile Summary

- ❖ Managed over 200 accounts till date with a yearly portfolio of 100 Crores
- ❖ Top skills include Key Account Management, Business Growth, Campaign Management, Vendor Management, Product & Price Assortment Planning, Catalog Improvement, Stakeholder Engagement, Marketing Strategy Creations and others.
- ❖ Delivered e-Commerce projects which supported key online growth initiatives from concept through execution and meeting identified KPIs
- ❖ Successfully streamlined and managed the Amazon Key Accounts of Women Fashion Category and Consumables and also augmented their growth quarterly basis 30%-40%, including multiple sellers across category, with a focus on bringing in new selections according to latest fashion under Prione Business Pvt. Ltd (Amazon).
- ❖ Pioneered success in planning, organizing and executing programs that generate new prospects and advance existing opportunities within specific, targeted accounts and contacts.
- ❖ Augmented the revenue through implementation of effective & efficient e-commerce sales; deployed the required improvements post analysis of sales trends, new opportunities across e-commerce accounts.
- ❖ Insightful knowledge of product pricing, packaging, distribution and positioning with familiarity of latest marketing trends and best practices
- ❖ Project handling like social media marketing, catalogue quality improvement through SPN services and organizational net promoter score
- ❖ Team's performance improvement and growth. Managing team of key account managers.

## Core Competencies

Account Management

Market & Competitive Analysis

Market Place Management

Product Development Lifecycle

Client Relationship Management

Business Development

Strategic Alliances

Product Positioning

Team Management

Inventory Management

Brand Positioning

Project Management

## Soft Skill

Problem Solving

Adaptability

Communication

Leadership

Decision Making

Critical Thinking

2009

## Education

**PGDBM (Marketing)**  
Whiteria Polytechnic, New Zealand

2008

**BCOM**  
Gujarat University, Ahmedabad

2006

**Diploma Fashion Store Operations (Fashion Designing)**  
NIFT, Gandhinagar

## Work Experience

**April'23- Present with PiWheel, Customer Success Manager**



- ❖ Managing 10 clients across India, Dubai and Japan like Colgate, Bacardi, Danone, Himalaya, Sony etc.
- ❖ Execute account-level strategies for broad bucket-level matrices
- ❖ Plan and create deep dive and learning for clients

- ❖ Ensure timely delivery of reports
- ❖ Partner with internal teams for solving client pain-point
- ❖ Building strong client relationship
- ❖ Keep client engaged and service upgrade
- ❖ Internal project management like people and wellbeing, employee engagement etc.



## **Feb'21- April'23 with Amazon, Associate Manager – KAM Lead**

- ❖ Manage KAM buckets across cities with the help of the remotely placed KAM AMA's across top cities in the category
- ❖ Managing a team of 5 people spread across remote locations.
- ❖ Execute category-level strategies for broad bucket-level matrices. E.g., In-stock Selection, Selection gaps
- ❖ Ensure max coverage of additional Amazon products to KAM sellers. E.g., Sponsored Ad's, Co-funded marketing activities
- ❖ Partner with internal teams for solving seller pain-points
- ❖ Template seller communication strategy for account managed sellers. E.g., weekly email templates for monthly account summary and action items
- ❖ Create effective entry and exit communication strategy for better seller engagement
- ❖ Co-own strategy for sale events for maximum inputs/impact from account managed sellers
- ❖ Effective Periodic 1:1's with the account managers across the cities
- ❖ Training/Coaching the team members on the various SOP's and Processes
- ❖ Co-own talent management and attrition goals
- ❖ Performance management of the team members and representing their work.

## **April'18- Jan'21 with Prione Business Pvt. Ltd. (Amazon & Catamaran JV), Sr Account Management Specialist**



### **Key Result Areas:**

- Amazon seller account management, devising multiple strategies to increase the growth of these accounts to benefit the sellers
- Working upon a project to ensure that the catalogue quality of listing available on Amazon improved and successfully pass the quality assurance check. Corrected around 7k listings through SPN and seller alignment.
- Conducting deep dives to understand root causes of seller performance and actions to accelerate growth
- Managing the Sponsor Advertising functions; creating strategies on how to run the sponsor advertisements effectively for better visibility; also monitoring the ROI generation through these advertisements
- Evaluating the sponsor advertising scripts and other promotional material to check if they adhere to clients' requirements
- Working closely with Category teams to identify category specific growth opportunities
- Managing the portfolio required to support the product assortment for Amazon, working in close collaboration with Internal and External Partners to develop the required product portfolio
- Building connections with cross functional teams to support the strategic growth of Amazon
- Tracking & communicating with sellers to maintain inventory while ensuring replenishment to avoid out of stock
- Leading the training sessions for new joiners to train them on the complete Account Management Process
- Managing team in absence is manager and driving team level goals and representing team in different forum



## **Aug'15- March'18 with Prione Business Pvt. Ltd. (Amazon & Catamaran JV), Account Management Associate**

### **Key Result Areas:**

- Managing the seller relationship by championing the seller's needs at Amazon. Build strong communication channels with the seller, set proper expectations, provide clear status communications, and manage towards a growth plan
- Managing and driving the growth of the seller's business: Build and execute on an account plan that delivers on key business opportunities for the seller and Amazon
- Work with sellers to improve operational aspects of their business in providing a great consumer experience.
- Analyzing the business: Conduct deep dive analysis and provide routine reporting on the seller's current business and future opportunities.
- Providing thought leadership around planning, roadmaps and execution

### **Highlights:**

- Executed FBA GV% and regional in-stock project for team to help them to grow their sellers
- Executed cross doc program along with sales team in team to ensure selection availability in all states near to customers
- Designed a basic program structure to improve organizational net promoter score by driving weekly survey and coordination with other manager for action on received feedbacks
- Conducting trainings for new joiners on processes and metrics
- Managed social media/influencer marketing project for 8 top sellers from different categories. From Document preparation to SPN and influencers collaboration and execution
- Awarded with Make a Difference Award for exhibiting excellent performance in 2017 & 2019 and Club Champion award for Great India Sale Diwali RnR in 2022
- Pvt Brand project to growth small labels, 5 brands seen 2.5x growth within 6 months
- Certified MGHD interviewer by Amazon

Dec'12 -Dec'14 SCPL Designs Bangalore, Key Account Manager



Key Result Areas:

- Managing the seller relationship by championing the seller’s needs at Amazon. Build strong communication channelswith the seller, set proper expectations, provide clear status communications, and manage towards a growth plan
- Managing and driving the growth of the seller’s business: Build and execute on an account plan that delivers on key business opportunitiesfor the seller and Amazon
- Work with sellers to improve operational aspects of their business in providing a great consumer experience.
- Analyzing the business: Conduct deep dive analysis and provide routine reporting on the seller’s current business and future opportunities.Publish recommendations and action plans based on data.
- Providing thought leadership around planning, roadmaps and execution

Oct'10- March'12 with Hungama Entertainment (Omam Flexi) for GPI, Marketing Research Executive/StoreManager

Key Result Areas:

- Pre-Launch market research for new product from Godfrey Phillips India limited
- Co-ordination with local stores for customer feedbacks
- Store management along with 2 executives
- Product placing, marketing, inventory management

Personal Details

Date of Birth	: 28 <sup>th</sup> March 1986
Languages Known	: Gujarati, Hindi & English
Address	: B-1202 Royal glory, opp Kishor park, Vaishnodevi circle, Ahmedabad, Gujarat