



Ekta Patel

E-Commerce Manager

Experienced eCommerce Manager with a talent for a proven track record of driving online sales growth, leading teams, maximizing profitability, and managing digital stores. Proficient in optimizing product listings, boosting online visibility, Strong analytical skills, and market research expertise. Dedicated to staying updated with eCommerce trends for achieving excellent results.

Contact

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Expertise

- Product Research
- Team Management
- Product Listing Management
- Amazon PPC Management
- Keyword Research
- Helium 10
- Account Management

Language

- Gujarati
- Hindi
- English

Experience

December 2019 - Current

Artio International Ltd., Ahmedabad

Ecommerce Manager

- Lead and managed a team of 10 individuals, providing guidance and direction to achieve e-commerce objectives effectively.
- Demonstrated expertise in eBay, Amazon, and Etsy marketplaces, including account management, listing optimization, and sales growth strategies.
- Successfully managed Amazon UK, EU, and USA marketplaces' private label product projects, from inception to sales optimization.
- Collaborated with the product team to ensure accurate and attractive product listings, descriptions, A+ content, and images through extensive keyword research and Helium 10 analysis.
- Conducted in-depth market research to identify new product opportunities, trends, and competitors' analysis to drive strategic decision-making.
- Managed Amazon PPC campaigns, including new campaign creation and optimization of existing campaigns to enhance product visibility and sales.
- Effectively oversaw inventory management, including procurement, coordination with suppliers and logistic agents, and timely replenishment to meet customer demand.
- Provided daily order reports, analyzed sales data, and set performance targets to drive revenue growth and improve operational efficiency.

November 2018 - December 2019

Nygma Infotech Pvt Ltd, Ahmedabad

Senior Ecommerce Executive

- Proficiently managed e-commerce stores on multiple platforms, including eBay, Etsy, Amazon, and more
- Effectively led a team, assigning daily tasks, and developing sales strategies to consistently achieve revenue and growth targets.
- Conducted comprehensive market research, identified new product opportunities, and oversaw product sourcing to expand the product catalog.
- Ensured timely updates to product information, pricing, and specifications, while also analyzing competitors.
- Oline website content updates, product presentation enhancement, pricing adjustments, and product specification/image modifications to drive customer engagement and conversions.
- Plan and monitor sales records of online Stores i.e. Sales analysis and monitoring - Prepare various analytical reports From the different online platform

Interest

- Travel
- Listening Music

December 2017 - November 2018

Login Infocom Private limited, Ahmedabad

Ecommerce Executive

- Handling eCommerce Store on various market places like, eBay, wish, Bonanza etc.
- Market Research of Products and Sourcing for new Products, online stores
- New listing creation and Existing listing Optimization,
- Content Creations for Ebay, Create content for the product Description, Specifications and Images Suggestion,
- Keyword Research and Competitor's Analysis in various marketplaces, Price Analysis
- Maintaining the Stock Inventory Data of the products. Updating, deleting, taking product backup, changing product price
- Plan and monitor sales records of online Stores i.e Sales analysis and monitoring
- Prepare various analytical reports From the different online platform

September 2015 - November 2017

Ameya Information Ltd, Ahmedabad

Category Research Executive

- Data Research, Data collecting, Data organizing and Data evaluating for new business categories
- Finding new categories and searching the same in to existing business categories Search based upon using keywords
- Acquire data from primary or secondary data sources and maintain databases/data systems and data mining
- Finding new sources of category, Listing category on Portal
- Assign task to Team member
- Work closely with management to prioritize business and information needs

April 2012 - February 2015

Vraj Infotech, Ahmedabad

Ecommerce Executive

- Handling eCommerce Store on eBay Market place.
- New listing creation and Existing listing Optimization,
- Content Creations for Ebay, Create content for the product Description, Specifications and Images Suggestion,
- Keyword Research and Competitor Analysis in various marketplaces, Price Analysis
- Maintaining the Stock Inventory Data of the products. Updating, deleting, taking product backup, changing product price

Education

2014

M.B.A

ICFAI UNIVERSITY, INDIA

2010

Bachelor of Commerce

JG College of Commerce