



ISHAAN KHATRI

EXPERIENCE

February 2023 - Current

Senior Key Account Manager - E-commerce (E2E) PROZO Distribution Private Limited

- **Marketplace Worked on –**
 1. **Alpha (1P)** –Clicktech Retail, Cocoblu Retail & Flipkart Internet Pvt. Ltd.
 2. **B2C** – Amazon, Flipkart, Myntra, Nykaa, Ajio, Jio Mart, Tata Cliq Mall & Tata Cliq Luxury.
 3. **B2B** – Udaan, Ajio, Moglix, Bijnis & Myntra SJIT.
- **OMS/WMS Worked on-**
 1. Unicommerce, Shiprocket, Prozo WMS & Proship
- Provide end-to-end services and solutions to clients—**Aditya Birla Digital Fashion Ventures Limited, TMRW** (Apparels), **Safilo** (Eyewear), **Cello, Flair & Trident** (Papers & Stationery), **Winmagic, Sunbaby, & Funscool** (Toys)—related to onboarding on all e-commerce marketplaces (B2B & B2C), warehousing solutions, and freight for smoother operations and expansions.
- Take care of the enterprise model in the current organization & responsible for onboarding new clients such as **Batwrap** and Stationary Brands on an OR Buying model with a 45-day credit period.
- Developed year-on-year (Y2Y) 3X growth for all brands in the portfolio across multiple product categories, collaborating closely with brands and marketplaces
- Managed timely submission of **weekly reports**, monitored **performance metrics**, and facilitated replenishment requests to prevent stockouts for high-demand products.
- Conducted **monthly performance reviews** with clients, analyzing revenue, inventory status, return rates, and devising actionable strategies for improvement.
- Boosted sales for low-demand SKUs by suggesting nationwide placement across Fulfillment Centers in India for 1-day delivery, while orchestrating daily promotions and campaigns with marketplace POCs during peak sales events like Big Billion Day, resulting in heightened revenue.
- Managed **Profit and Loss** (P&L) accounts of clients, monitored net revenue churn, and ensured month-on-month growth in reseller/subscription fees.
- Managed a team of performance marketers responsible for running ads on Amazon and Flipkart, maintaining a Return on Ad Spend (**ROAS**) of **15-20%**
- Liaised with courier partners like Xpressbees, Delhivery and Bluedart to finalize rates and resolve order-related issues promptly.
- Served as a category head, overseeing a team of 2 executives and 3 Assistant Managers, conducting daily calls, and providing support to resolve challenges and escalations.

May 2022 - February 2023

Senior Manager - E-commerce (Home Improvement) Buildskill Intertrade Private Limited | New Delhi

- Onboarded BIPL to Diamond/alpha Model on Flipkart and Clicktech

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SUMMARY

Senior Key Account Manager with 8 years of experience in E-commerce, Warehousing, and Freight management. Skilled in onboarding new clients, providing end-to-end solutions for e-commerce marketplaces, and managing key accounts. Demonstrated ability to drive revenue growth, manage teams, and ensure client satisfaction. Experienced in working with various marketplaces and implementing effective strategies for business expansion.

SKILLS

- B2B Sales (E-commerce)
- B2C Sales (E-commerce)
- Project Management
- Strategic Leadership
- Innovation
- Creativity
- Account management
- Customer retention strategies
- Client Relationship Management
- Sales and marketing
- Sales techniques
- Promotion development
- B2B account management
- Extensive product knowledge
- Business administration
- Data Analysis
- Tracking Campaign Performance
- Warehouse Management

- Ecommerce Development
- Ecommerce Marketing
- Team Handling
- Team Management
- Business Development
- Freight Management
- Strategic Planning
- Revenue Expansion

retail on Amazon

- Maintained all sales and operational activities on Flipkart and Amazon
- Involved in driving the sales performance of the E-commerce platforms
- Was responsible for maintaining and onboarding Third-party model to boost sales on all marketplaces through Global Retail Ventures named as Prozo distribution & Eshopbox Commerce Private Limited
- Led the team of Cataloguing & Graphic Designers for Listings improvement to boost sales
- Collaborated with 1000 Influencers/Youtubers who worked closely with us to do ratings & reviews on our products & published videos on YouTube to boost organic sales of the company
- Handled the Ads Agency of the Organization to have maximum output in less amount spent
- Worked closely with demand planning and warehousing teams to ensure smooth order fulfillment
- Ensured good customer service by addressing and ensuring timely resolution of customer issues
- Conducted monthly visits to Bangalore to meet Amazon & Flipkart teams to discuss new strategies on increasing sales & to solve their issues related to sales.

April 2016 - April 2022

Manager - E-commerce (BISS) Hillson Footwear Private Limited |
New Delhi

- Managed company's both Online and Institutional sales and generated a sales revenue of Rs.10 crore in F.Y 2021-22 from online sales and a sales revenue of Rs.1 crore from Institutional sales
- Handled sales on all leading distribution portals like Amazon, Flipkart, Ajio, Udaan, Shoekconnect, Meesho, Snapdeal, Industrybuying, Paytm, Moglix and Cloudtail etc
- Manage and execute promotional campaigns and had a successful tour to KEC International limited, GKN Driveline, Star wire India limited & many more
- Worked with marketing team and managed digital marketers in order to improve quality and traffic acquisition.

CERTIFICATIONS

- Six months diploma in busi 17.4
- Certification from NIIT in MS Office applications
- Six months diploma in Tally ERP 9.0 and Tally prime

EDUCATION

2016

M.COM

Maharishi Dayanand University

2014

B.Com

Swami Shraddhanand College, Delhi University

2011

Intermediate

Triveni Memorial Senior Secondary School, Bahadurgarh, Haryana

2009

Matriculation

City Convent Senior Secondary School, Shahdra, Delhi

HOBBIES AND INTERESTS

- Snooker
- Chess
- Gym

LANGUAGES

English: First Language

Hindi:



C1

Punjabi:



A2

PERSONAL INFORMATION

- Notice Period: 1 months
- Age / Date of birth: 03/17/94
- Marital status: Married

DISCLAIMER

I hereby declare that all the information given / statements made by me are true and correct to the best of my knowledge and belief.