



SUMMARY

Digital marketing professional with 8+ years of experience specializing in e-commerce growth, performance marketing, and social media strategy. Proven track record of increasing online revenue, optimizing paid ad campaigns, and driving customer acquisition across platforms like Amazon, Flipkart, and Facebook. Adept at managing end-to-end digital campaigns, analyzing performance metrics, and improving ROAS through data-driven strategies. Entrepreneurial mindset with experience in launching successful brands and managing cross-functional teams.

EDUCATION

PGDM in International Business

ITM University, Navi Mumbai | 2011-2013

B.Com

University of Lucknow | 2007-2010

SKILLS

- **Digital Marketing:** Facebook Ads, Google Ads, Amazon Ads, Google Analytics, Conversion Rate Optimization (CRO), Campaign Tracking, KPI Reporting
- **E-commerce Management:** Amazon, Flipkart, Etsy, Shopify, Vendor Dashboards, PPC Campaigns, Product Lifecycle Management, Marketplace Optimization
- **SEO & SEM:** Keyword Research, On-page SEO, Off-page SEO, Google Search Console, Backlink Strategy
- **Email Marketing & CRM:** MailChimp, HubSpot CRM, Lead Generation, A/B Testing, Retargeting
- **Tools:** Canva, Google Tag Manager, SEMrush, Hootsuite, Ahrefs
- **Technical:** SAP, Citrix, Advanced MS Excel, ERP Systems
- **Project Management:** Team Leadership, Budgeting, Vendor Negotiation, Sales Forecasting

PROFESSIONAL EXPERIENCE

Founder & Digital Marketing Head

Maffers Retail Private Limited | Dec 2015 – Present

- Built and scaled a private label brand (Ostr) in the men's footwear segment across major e-commerce portals (Amazon, Flipkart, Club Factory, etc.).
- E-commerce Management: Optimized product listings, managed PPC campaigns, and drove sales growth through marketplace dashboards.
- Campaign Management: Designed and executed paid ad campaigns across Facebook Ads, Google Ads, and Amazon Ads, achieving an average of 150% sales growth.
- Vendor and Product Management: Streamlined vendor operations and launched new product lines in formal and casual wear.
- Team Leadership: Managed a team of 12 in operations, financial planning, and marketing, achieving a consistent monthly turnover of Rs. 15 Lakhs.
- Achievements: Reduced CAC by 30% through targeted retargeting campaigns and optimized ROAS across platforms.

E-commerce Consultant

NOOE | Jan 2023 – Aug 2023

Domestic & International Marketplaces: Amazon, Etsy, Ebay

- Managed P&L and marketing operations for domestic and international marketplaces, overseeing budgets and forecasting sales.
- Led PPC campaigns on Amazon and Etsy, resulting in a 20% improvement in CTR and a 15% increase in international sales.
- Optimized SEO for product listings and improved organic traffic by 25% through targeted keywords and content strategies.



CERTIFICATIONS

- **Digital Marketing & Analytics:** ISB (Indian School of Business)
- **Advanced MS Excel:** Manipal Institute
- **Six Sigma Green Belt:** Indian Statistical Institute

INTERNATIONAL EDUCATION EXPERIENCE

International Business Summer Programme | ESSCA, Budapest & EM, Normandie, France

ACHIEVEMENTS

- Winner of Art of Negotiation at **EM Normandie, France**
- Winner of Business Simulation Competition at **ESSCA, Budapest**
- Campus Brand Ambassador of **BNP Paribas**
- Shortlisted for **Nasscom** 10000 Startups Programme

PROFESSIONAL EXPERIENCE

E-commerce Consultant

Arbtech Trading Pvt. Ltd. | Feb 2022 – Nov 2022

Book Publishing & Trading | Global Marketplaces

- Managed a monthly turnover of 10+ Cr across platforms like Amazon, Flipkart, Noon, and Wholesale.
- Led a team of 15 in catalog management, cost analysis, and campaign optimization, resulting in a 40% growth in monthly revenue.
- Developed lead generation strategies and implemented new GTM (Go-To-Market) approaches, improving market penetration.

E-commerce Consultant

Good Health Company | Aug 2021 – Jan 2022

D2C Cosmetics Brand

- Managed a team of 5 and led yearly digital campaign spending of Rs. 3 Cr across Amazon and Flipkart.
- Increased men's grooming product sales by 100% through performance marketing and lead generation.
- Focused on improving ROAS and reducing CAC, leading to a 15% increase in profit margins.

Operations Executive

NYK LINE | Feb 2013 – Aug 2015

International Logistics | Shipping Operations

- Managed container operations, vendor relations, and daily communication with global counterparts (Singapore, Philippines, Korea, Japan).
- Conducted monthly cost analysis and optimized operational efficiency through process improvements.