

MONISH CHOPRA

OBJECTIVE Successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

SKILLS Category growth
Advertising expertise
Social media campaigns
Strategy development
Brand development

WORK HISTORY Manager (Strategic Business Development Manager) Astro Science Pvt Ltd
(March 2015-April 2017)

- **Worked as a business developer handling the Social Digital media dept.**
- **Launch new products and increase the company's brand awareness on all digital platforms to generate leads and convert them to sales.**
- **Coordinated innovative strategies to accomplish objectives and boost long-term profitability.**
- **Deals with Affiliate partners to promote our website (Coupon Raja, Coupon Rani)**
Also, deal for Affiliate Player to drive traffic on our website run Campanians like (CPL, CPI, CPC)
- **Generated new business with marketing initiatives and strategic plans.**
- **Compiled product, market, and customer data to forecast accurate sales and profit projections.**
- **Collaborated with sales and marketing departments to support business objectives and client acquisition**

- Participated in sales functions within various organizations. Led business development & marketing efforts, which expanded the customer base. Contributed to the implementation of promotional programs that optimized the revenue level in the saturated market.
- Conducted market research, identified emerging market trends, and introduced marketing strategies.
- Played a key role in increasing revenues. Handled client relationship management functions, which included promoting enduring relationships with a diverse clientele.
- Cultivated positive and enduring relationships with customers.
- Handle Vendor Management and Bit of operation as this is a Startup but due to govt norms got shut down (Chinese Firm Funded by China). Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Coordinating with Influence and Affiliate marketers to Drive Traffic on our APP
- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.
- Established relationships with key decision-makers within the customer's organisation to promote growth and retention.

E-commerce Manager: Coupons Mall (Nov 2020 – Jan2022)

Responsible for handling Ecommerce a/cs & Digital Platforms (Amazon Flipkart Paytm Meesho eBay, Facebook WhatsApp etc.)

- Doing listings and analyzing market trends to grow business and help mgt to add more products.
- Getting products on top of the page organically and paid promotions also.
- Coordinating which category managers to promote or rank our product on top of the pages.
- Optimized e-commerce fulfilment strategy to minimize costs while maximizing profits and customer satisfaction.
- Uploaded digital media to online storefronts and other shopping Web sites for advertising purposes.
- Managed all facts of business operations, including financial tracking, inventory coordination and social media marketing.
- Conducted research, gathered information from multiple sources and presented results.

E-commerce Manager: CKD PACK PACKAGING PVT LTD (Feb 2022-Currently Working)

- Handling a Team of 5 People
- Handling all the major marketplaces like Amazon Flipkart Amazon.in.com.sg.au and more.
- Making content for the listing
- Data Analysis before the product gets uploaded
- Managing Sourcing from China
- Interacting with Chinese Agents
- Get Photoshoots.
- Optimized e-commerce fulfilment strategy to minimize costs while maximizing profits and customer satisfaction.
- Responsible for all the listings
- Providing Training

EDUCATION

B.COM(P)
ICWA (INTER)

CERTIFICATION

DIGITAL MARKETING FROM GOOGLE
FLIPKART ADVERTISING FROM FLIPKART
Excel Certification from LinkedIn