

## **Rachana Sarpotdar**

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### **SUMMARY**

- Analytical and detail-oriented eCommerce professional with over 10 years of experience in building products, pre- and post-launch analysis, website optimization, defining product growth strategies, studying user behavior and developing use cases.
- Skilled at end-to-end product launch, root cause analysis, prioritizing product backlog, collaboration.
- Hands-on experience working on analytical tools to establish data-driven decisions.

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### **PROFESSIONAL EXPERIENCE**

#### **Group Bayport - May 2016 - Feb 2024**

Senior Manager: Jan 2022 - Feb 2024

- Spearheaded entire product lifecycle for D2C stores from ideation to product delivery and market success, including product direction, planning, roadmap development, testing and execution for 5 flagship categories.
- Collaborated closely with 7+ cross-functional teams to gather requirements, prioritize initiatives, and define product roadmaps for new product launch that added 30% to revenue growth.
- Translated business needs into clear and actionable user stories and acceptance criteria.
- Contributed in defining user flow, developing use cases and frameworks, conducting A/B testing, optimizing website content, designing product page, creating product images and informational resources.
- Owned user engagement and retention initiatives, conducted research to drive improvements and define unique selling points to enhance product appeal which led to 20% increase in YoY revenue.
- Analyzed 10+ vital product categories and provided insights on improving customer experience.
- Gathered user feedback and performed UAT to enhance and optimize product features.
- Provided detailed product requirement document and worked closely with development team.

Assistant Manager eCommerce: Jun 2017 - Dec 2021

- Oversaw catalog creation and coached 10+ associates to list 1000+ product variants to the new website.
- Led Magento 2.0 integration project for website and backend redesigning, which increased revenue by 40%. Participated in discussions with 40+ team members to successfully define and execute the project.
- Actively engaged in understanding current trends, opportunities, competition, and buyers' vision by category and use this knowledge for assortment planning.
- Involved in finding new vendors, facilitating and maintaining vendor relations, negotiating contracts, and gathering product information for category expansion.
- Governed product related updates across all eCommerce stores. Communicated changes across the departments.
- Closely monitored product performance and implemented strategies to improve user engagement and user experience for 100 top selling products across the website.
- Worked on data visualization tools such as Power BI and Tableau to present product related insights.

eCommerce Coordinator: May 2016 - May 2017

- Involved in inter-department coordination for managing and implementing changes across e-Commerce platforms. Ensured smooth and easy order management across all stores.
- Staying up to date with the new development and advancement in all departments and making necessary product and process changes across all applicable platforms.
- Coordinated with the team of developers and project managers for ongoing changes and additions on the websites.

## **Compucare India Pvt. Ltd. - Mar 2014 - Apr 2016**

### **Lead Generation & Digital Marketing Executive**

- Generated leads by cold-calling, product listing, email marketing, advertisements, exhibitions etc.
- Initiated the use of Digital Marketing - Implemented strategies, tools and techniques.
- Handled products listing and daily orders on various marketplaces like Amazon, Flipkart, eBay.
- Actively engaged in tasks like preparing quotations, following up with prospects, dealer development.

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### **KEY ACHIEVEMENTS**

- ✓ Successfully launched a new product line that generated \$1L revenue within the first 6 months.
- ✓ Successfully completed product uploads of more than 500 products a year.
- ✓ Single-handedly managed updates and changes across all eCommerce stores of the company by continuous communication with the team of 15+ developers and project managers.
- ✓ Completed target of generating 1000 new sales leads a year.

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### **EXPERIENCE & SKILLS**

- 7+ years in D2C from product conceptualization to successful delivery
- Data analysis and visualization tools such as Google Analytics, Adobe Analytics, Power BI, Tableau
- Working knowledge of Figma, VBO, R studio etc.
- Using agile methodologies and Project Management on JIRA
- Marketing automation tools such as Mailchimp
- Proficient in using ecommerce platforms such as Magento and Shopify
- Backlog Management & Prioritization
- UI-UX & Technical understanding
- Cross-functional Collaboration and Effective Communication
- Team Coaching and Leadership
- Capability to concisely document product requirements
- Data-driven decision-making
- Creative and strategic thinking

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### **EDUCATION**

- Masters of Business Administration - Dharmsinh Desai University
- Bachelor of Engineering - Gujarat University

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### **CERTIFICATIONS & COURSES**

- Elements of AI - University of Helsinki (Online)
- Product Management Professional Certificate (LinkedIn)
- Google Business Intelligence Professional Certificate
- Scrum Master
- Shopify Complete Training
- Power BI, Tableau, R Programming and more
- Adobe Analytics & Google Analytics (GA4)
- Digital Marketing Foundations