



Vishal Samyal

E-Commerce Manager

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Competent Marketing Manager adept at driving company growth through implementing strategies. Dedicated team leader proficient in assessing market trends and customer needs to develop targeted marketing campaigns. A goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Prepared to bring 2+ years of progressive experience and take on a challenging position with the opportunity to make a lasting impact on company and customer success.



Work History

13 Nov – Till Date

Manager Ecommerce

Urban Global (Brand – **Whistle & Hops**)

Sales

- Monitoring daily sales and planning for their replenishment by forecasting the future sales and by glance views of customers
- Managing markdowns, discounts, and promotions and analyzing their impact on sales.
- Analysing performance data & Ranking of the Product. Accordingly Running Market Advertising Campaigns to boost the Product at the top-level
- Managing A+ Content on Marketplaces
- Day to Day Coordination with Marketplace Manager for Promotions, DOTD, BAU, Lightning Deals, and Prime Day Sale Events.
- Building Relationship
- Working with business leaders who have identified a business need or requirement to identify, source, contract, and procure the needed good or service from qualified suppliers
- Developing and implementing an ecommerce strategy and plan for improving the overall delivery on the ecommerce team.
- Onboarding of New Marketplaces or National Distributors - closing on commercials internally and externally along with the legal agreement signoff.

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Marketing Strategies

02March –
12Nov
2023

- Working closely with the Marketplaces marketing team to ensure sufficient visibility to our products and jointly participate in the marketing events conducted on the platform.
- Amazon, Myntra, Cred and Flipkart Ads management, Ensures Campaigns Performance and Maintaining ACOS.
- Working with the Digital marketing team in order to improve quality and traffic acquisition.

E-commerce Executive

Zazz Technology Connect Private Limited New Delhi, India (Brand - **GIZMORE**)

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15 Jan to 14 Feb
2022

E-commerce Operation

Go Wireless (Brand - **Go Wireless**)

- Handling Day to Days Operations (Order Fulfilment, Returns, SPF Claims, Stock, updating Pricing).
- Verifying quality check for the uploaded Catalog files from the sellers
- Uploading the Catalog files post QC and Quality Assurance
- Resolving various issues related to the Seller Support Dashboard
- Adhering to the vendor relationship on the day-to-day listings

- Promoting the brands and publishers both online and offline to improve the sales
- Working with business leaders who have identified a business need or requirement to identify, source, contract, and procure the needed good or service from qualified suppliers
- Monitoring their daily sales and planning for their replenishment by forecasting future sales and by glance views of customers
- Coordinate and build strong working relations with the various internal organization including IT, Sales, Marketing, Product Development & Operations
- Monitoring revenue and expenses
- Managing Amazon and Flipkart AD Accounts.



Education

2015-
2016

Matriculation

H.P. Board Dharamshala

2017-
2018

Intermediate

H.P. Board Dharamshala

2018-
2021

Bachelor of Business Administration

Himachal Pradesh University Shimla



Certifications

- Certificate in Social media marketing and Amazon Marketing in 2023.
- Certification in GNIIIT (IT and Ecommerce)
- Excellent knowledge of Ms-Office



Languages

- Hindi
- English