

Manaz Alam

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SUMMARY

Dynamic and experienced E-commerce Executive with a focus on marketplace management. Proven track record of driving sales growth, optimizing product listings, and enhancing brand visibility on the online platforms. Seeking an opportunity to leverage expertise in e-commerce to contribute to the success of a forward-thinking organization.

EXPERIENCE

E-commerce Executive

Matrix Info Systems Private Limited

January 2022 – Present, Delhi

- Managed all aspects of the company's presence on the Amazon, Flipkart, Jio Mart and D2C website, including order fulfillment, product listings, pricing strategies, and inventory management.
- Conducted keyword research and optimized product listings for maximum visibility and conversion rates.
- Monitored and responded to customer reviews and inquiries to maintain high levels of customer satisfaction and product ratings.
- Proficient in overseeing return order processing and handling claims.
- Implemented pricing strategies and promotions to drive sales.
- Provided regular reports to senior management of e-commerce sales performance and key metrics.
- Developed and executed targeted advertising campaigns using Sponsored Products and Sponsored Brands to increase traffic and sales.
- Utilized Analytics to track performance metrics and optimize advertising spend for maximum ROI.
- Worked closely with the marketing team to create compelling product content, including images, videos.
- Monitored competitor activity on e-commerce and adjusted strategies accordingly to maintain a competitive edge.
- Conduct market research and competitor analysis to identify trends and opportunities for growth.
- Collaborated with cross-functional teams, including sales, operations, and finance, to ensure alignment and support for e-commerce initiatives.
- Manage relationships with third-party vendors, such as payment processors and logistics providers, to ensure seamless integration and delivery.

E-commerce Executive

Radicura Pharmaceuticals Private Limited

September 2020 – December 2021, Delhi

- To support the department in charge to handling E-Commerce order process (B2C) on Flipkart, Amazon, 1mg, Snapdeal etc.
- Handling B2B PO process on Cloudfare and Flipkart.
- Dealing with DTO/RTO packets of marketplaces.
- Receiving stocks from different vendors, physical quantity verification and entry of material as per the receipt quantity, maintenance of the accuracy of stocks.
- Making RTV of Q.C reject stocks, share the data of Q.C rejected stocks with different vendors.
- Manage with vendor regarding P.O.

EDUCATION

Bachelor of Business Economics

Maharaja Agrasen College (University of Delhi) • 2020 • 6.054

SKILLS

Excellent communication and interpersonal skills
Knowledge of ecommerce strategy development and implementation
Competitor analysis and market research
Customer Service
Ability to Work in a Team
Leadership Skills
Ability to Multitask
Proficient in Microsoft Excel
Effective Time Management
Fast Learner