

Ashish Prajapati

Professional Experience

Results-oriented Ecommerce Executive with a track record of driving significant revenue growth through strategic planning and implementation. Proven ability to optimize ecommerce platforms, resulting in increased conversion rates, decreased bounce rates, and improved customer engagement. Skilled in developing and executing targeted marketing campaigns that drive website traffic and boost online sales.

PROFILE SUMMARY

- **Growth-driven Marketing Professional with 2.5 years of experience** in Ecommerce, Online Marketing and Business Development
- **Implemented e-content strategy as well as conducted ongoing online audit** & Identified areas of Improvement & proposed action plans enhancing overall workflow by 25%
- **Developed and maintained "value added" working relationships with both internal and external stakeholders**, including other Business Development Team Members in order to ensure effective, efficient, and integrated implementation of business development strategies
- **Consumer-oriented professional** with passion for delivering meaningful social impact and simultaneously generating the business income
- **Conceived innovative marketing & internal/ external communications strategy** that fuelled revenue growth, brand visibility & product advocacy
- **Managed the Day-to-Day operations of the Ecommerce Platform**, ensuring accurate product listings, competitive pricing, and effective promotions resulting in a 20% increase in average order value
- **Experience in formulating departmental vision & values with strong strategic plans**, directing business operations, consistently increasing revenue, profits, productivity focusing on new customer addition & customer retention
- **Collaborative, adaptable & approachable person with strong interpersonal, analytical and problem-solving skills**; quick learner with the capacity to work under pressure and meet deadline

WORK EXPERIENCE

Jan'23 till Date | E-Commerce Executive | Royal Enfield, Gurgaon

Key Result Areas:

- Balanced competing priorities while overseeing E-commerce functions, including website management, order fulfillment
- Evaluate marketing copy for Product pages, recommend changes based on customer data, and collaborate with the marketing team to ensure consistency of Brand messaging
- Generating lead to maximize ecommerce sales; achieving assigned targets as well as customer satisfaction levels
- Planning, executing and driving the Ecommerce strategy to achieve revenues that are aligned to business objective
- Understanding market opportunities, growth areas and market dynamics to devise business development strategy; managing products of Royal Enfield on Amazon FBA , Amazon Etrade, and other E-Commerce Platforms
- Working on website, order fulfillment, warehouse operations, and customer assistance while managing competing goals
- Communicating with cross-functional teams such as Ecommerce, Marketing, Operational & Finance Team to ensure smooth running of the operations.
- Manage the Return Inventory of Two Different portals. Prepare the reports for finance and Warehouse team for the closer.
- Optimized product presentation and pricing strategies to maximize sales and profitability

Result-oriented Professional with problem-solving & customer-centric approach and leadership qualities; targeting assignments in Ecommerce & Online Market

CONTACT ME AT

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EDUCATION

- **PGDM (Sales & Marketing)** from Indira School of Management Studies, Pune in 2021
- **BBA (Sales & Marketing)** from Career College, Bhopal
- **12th** from NJN Adarsh High School
- **10th** from Amal Jyoti School

CORE COMPETENCIES

- Ecommerce Strategy Development
- Operations Management
- Ecommerce Platform Optimization
- Product Listing and pricing Strategy
- Data Analysis and Trend Identification
- B2B/ B2C Marketing
- Ability to Increase Website Traffic and Customer Engagement
- Compliance with Ecommerce Laws and Regulations
- Return in Investment (ROI)
- Competitor & Trend Analysis
- Client Engagement

CERTIFICATION

- Completed Certification in SAP SD from Apr'21 to Jun'21 at Henry Harvin Pvt. Ltd.

SOFT SKILLS

- Problem Solving
- Time Management
- Data Analysis
- E commerce
- Data-driven decision-making
- Trend Identification and Strategy development

IT SKILLS

- MS Office Suite
- SAP SD
- Azur

PERSONAL DETAILS

Date of Birth: 29th Aug 1997
Languages Known: English & Hindi
Address: South City 1 ,
Gurgaon , 122001

- Strong business acumen across multiple functional areas (Sales, Marketing, eBusiness, Operations, etc)
- Reviewing e-commerce process with the Amazon Seller Central and Amazon Vendor Central on daily basis
- Perform account data and product data maintenance (Creating Customer Order, Delivery and Picking and PGI) in SAP SP on daily basis
- Update product catalog information and Display images A+ content on the Ecommerce Portal
- Manages Complete Sales Return Virtual Data
- Listing the new products on online channels
- Implemented e-content strategy as well as conducted ongoing online audit & Identified areas of Improvement & proposed action plans enhancing overall workflow
- Ongoing support of all ecommerce operations activity as needed
- Identified the counterfeit products as similar to our products in which they use our company Logo to online market their products

Jun'21 to Jul'22 | BDM | The Musketeers Solutions, Navi Mumbai

Key Result Areas:

- Communicated with the client and referrals were used to generate listings for both sales and rental properties
- Achieved monthly & quarterly sales goals
- Coordinated with the clients regarding marketed properties
- Performed investment analysis on distressed "off-market" properties identified as potential acquisitions for agent's internal portfolio
- Established and nurtured business relationships with current and prospective customers in the assigned territory / market segment to generate new business for the organization's products / services
- Prepared and delivered pitches to potential investors
- Developed effective working relationships with customers through regular meetings; identified and obtained further sales and business development opportunities

INTERNSHIP EXPERIENCE

May'20 to Jul'20 | Intern | Extramarks Education India Pvt. Ltd., Pune