

Rahul Kolay

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OBJECTIVE

Ecommerce Executive Marketplace, Catalogue Manager with 2+ years of experience in ALMO.

PROFESSIONAL SUMMARY

I am a Specialist with a proven track record of optimizing online platforms and driving revenue growth. Adept at implementing strategic initiatives to enhance product visibility, improve user experience, and increase sales. Skilled in market research, competitor analysis, and identifying emerging trends to stay ahead in dynamic e-commerce landscapes. Proficient in developing

EXPERIENCE

- **ALMO wear Pvt. Ltd - From February 2022 to February 2024 as a Marketplace Executive**
 - Managed multiple marketplace platforms including Amazon, Flipkart, Myntra, Nykaa, Blinket, and others.
 - Developed and executed strategies to enhance company presence and drive sales across various online marketplaces
 - Analyzed marketplace trends and customer behavior to optimize product listings and increase visibility
- **Lenskart.Com - From September 2019 to December 2021 as a Customer support specialist**
 - Provided assistance to customers experiencing issues with eyeglasses and facilitated insurance claims.
 - Responded promptly to customer inquiries via email, ensuring high levels of satisfaction & resolution.
 - Collaborated with cross-functional teams to address customer concerns and improve service delivery.
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- **MBA Empire Pvt. Ltd - From March 2018 to August 2019 as a Team Coordinator**
 - Coordinated a team of 10 individuals in collaboration with Team Leader for the Airtel process.
 - Implemented efficient workflow procedures to streamline operations and maximize team productivity.
 - Facilitated communication between team members and management to ensure objectives.

SKILLS

- **Ads Management:** Proficient in creating and managing advertisements on various e-commerce platforms including Amazon, Myntra, Flipkart, and others.
- **Sales Analytics:** Skilled in analyzing sales data to identify trends, patterns, and opportunities for optimization across multiple online marketplaces.
- **Keywords Analytics:** Experienced in conducting keyword research and analysis to enhance product visibility and search engine ranking.
- **Operations:** Strong understanding of e-commerce operations, including order fulfillment, customer service, and inventory management.
- **Catalogue Updates:** Proficient in updating and maintaining product catalogs to ensure accuracy and relevance.
- **Inventory Replenishment:** Knowledgeable in inventory management techniques to optimize stock levels and prevent stockouts.
- **Deals & Coupons:** Experienced in creating and managing promotional deals and coupons to drive sales and customer engagement.
- **Customer Review Management:** Skilled in monitoring and responding to customer reviews to maintain a positive brand reputation and improve customer satisfaction.

EDUCATIONAL QUALIFICATION

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| • Bachelor Of Commerce from Maharshi Dayanand University
(Accounts & business management) | 2015 |
| • High School from GOVT. SR. SEC. School
(Economics) | 2012 |
| • Secondary school from GOVT. SR. SEC. School
(Mathematics) | 2010 |

CERTIFICATIONS

- Microsoft Office Using AI Tools Certification Issuing Organization: Be10X
- Advanced XCEL Certification Issuing Organization: BYJU's

HOBBIES & INTERESTS

- Writing.
- Listening & Singing Music.
- Travelling.

Personal Details

Father's Name : Mr. Deepak Kolay
Gender : Male
Nationality : Indian
Marital Status : Unmarried
Language : English, Hindi, Bengali
Date of birth : 17 July 1995

Date:

Place:

(Rahul Kolay)