



DIVAKAR LAV

+91-7500755009

[linkedin.com/in/divakarlav](https://www.linkedin.com/in/divakarlav)

divakarlav3@gmail.com

Haridwar, India

SUMMARY

Experienced business development professional with over 10 years of expertise in driving growth in eCommerce and marketplace environments. Proven track record of identifying and capitalizing on market opportunities and enhancing revenue streams. Skilled in optimizing operations, improve customer experience and achieve sustained business expansion.

SKILLS

Open Source, Hosting, Domains, DNS, Shopify, Woocommerce, Opencart, Kartrocket, Html, CSS, Frontend, Wordpress, Google Ads, Bing Ads, Merchant Center, Search Console, Google Analytics, Microsoft Clarity, Tag Manager, Google Workspace, Gmail, Microsoft Teams, Google admin console, Google my Business, SEO (Off Page/On Page), Keywords Research, SEMRush, Backlinks info, Schema Markup, Images Optimization, Newsletters, YAMM, Mail chimp, Push & SMS Notifications & Marketing, SEM, SMM, Local & International Shipments, Shiprocket, Invoices, Manifests, Flipkart, Walmart, Etsy, Ebay, Amazon.in/.com, Alibaba, Indiamart, Craftsvilla, Mirraw, Payoneer, Stripe, Shop Pay, Razorpay, CCAvenue, Photoshop, Canva, Multi-Tasking, B2C, B2C, Purchase, Sales, Local & International Customer Follow ups, 3rd Party integrations, Chat-GPT, Google Sheets, CRM, Shop Floor, Products Launch, Twilio, I-Postal, Zoho etc.

PROFESSIONAL EXPERIENCE

Ecommerce Executive | Maitri Crafts

MaitriCrafts.com_ - BANGALORE, KARNATAKA
June 2014 - December 2016

SALES CHANNELS: KARTROCKET, CRAFTSVILLA, MIRRAW, WORLD ART COMMUNITY, AMAZON

COURIERS: Aramex, Fedex, DTDC, India Post, etc.

Internet Marketing (SEO/SEM)

SEO (On-page/ Off-page) | Internet Marketing (SEO/SEM)

Content, Meta, Images and Landing pages optimization Search engine submissions, Directories submissions, Social Bookmarking submissions, article submissions, blog submissions Social media optimization (facebook, twitter, pinterest, google+) Webmaster tools (google, bing), (data highlighter, schema markup, etc)

Google Adwords – Search, Dynamic Search, Display, Merchant Center, Google AdSense, Bing Ads, Newsletters using mail chimp, Push Notifications using PushEngage, Facebook campaigns, SMS campaigns

Google Analytics, Screaming Frog, Page Speed, Alexa Rank, errors analysis, Keywords Research, Landing page analysis & optimization, Traffic resources, Goals analysis and improvement Competitors' websites, Latest ecommerce trends analysis

Zoho mail, 3rd party apps (connecto, zopim, pushengage, etc.)

Junglee integration, sellerworx integration

Jpg & gif banners & posters creation using ipiccy & canva.com
Widgets & apps (facebook, google+, twitter, etc.)

Shipments process (Managing Invoices, Manifests, Dispatch and Returns)

Products' image processing (Photoshoot and editing using adobe photoshop)

Products bulk uploads, stock and prices updates on regular basis.

EDUCATION

Gurukul Kangri Vishwavidyalaya

Bachelor's Of Technology, Electronics & Communication Engineering 2009 – 2012

Government Polytechnic, Kotdwara

ELECTRONICS ENGINEERING 2005-2008

Bal Mandir Sr. Sec School, CBSE

HIGH SCHOOL 2003

CERTIFICATIONS

- Certified Google Partner
- Certified Microsoft Bing Accredited Professional
- Certified Flipkart Partner
- Amazon Associate
- Auto Cad (Electrical)

EDUCATIONAL ACHIEVEMENTS

- Rank **3rd** in **BHEL**, Haridwar apprentice entrance in 2009
- Rank **5th** in **Gurukul Lateral Entry Entrance** Examination in 2009

PROFESSIONAL EXPERIENCE

Ecommerce Manager | Celec Enterprises

Celec.com | Celec.in - Team Handle: 10+

Dec 2016 - Aug 2018 | LUDHIANA, PUNJAB

SALES CHANNELS: WOOCOMMERCE, KARTROCKET, INDIAMART, TRADEINDIA, ALIBABA, EXPORTERSINDIA, SNAPDEAL

SEO (On-page/ Off-page) | Internet Marketing (SEO/SEM)

On Page & OFF Page Optimization, Images and Landing pages optimization, Keywords Research, Webmaster tools (google, bing), (data highlighter, schema markup, etc)

Following up with International clients (Canada, U.S and Europe) through chat, email and call. Team Handling, Tasks follow up on AmoCrm with internal members. Indiamart web pages designing & follow ups with Indiamart Team.

Google Adwords – Search, Dynamic Search, Display, Display Remarketing Ads, Google AdSense, Newsletters (Outlook mail templates & Mail chimp, Push Notifications

Web Apps & Tools

Domains & Hosting (cpanel, emails, subdomains, etc.) Amocrm (Leads, Automations, Integrations, etc.) Twilio (International calling and messaging), Custom Maps, Themes, WP Plugins, 3rd party softwares Integrations, widgets, etc.

Sole Proprietor | Top Craft India

CraftIndia.top - Team Handle: 5

Sept 2018 - Jan 2023 | HARIDWAR, UTTARAKHAND

SALES CHANNELS: WOOCOMMERCE, FLIPKART, AMAZON, SNAPDEAL, SHOPCLUES, MEESHO

COURIERS: Delhivery, Ecom Express, Ekart, Xpressbees, Amazon, DTDC, etc.

- Managing multiple online sales channels and shipping partners (sales & shipments)
- Packaging orders and maintaining entire shipment processes (Managing Shipping Labels, Invoices, Manifests, Dispatch and Returns). Claim lost/damaged return orders if any.
- Monitoring and managing payments from online sales channels and courier partners.
- Generating, creating and maintaining reports of all selling channels on monthly basis Creating and managing purchase and sales reports for GST Return Filling on regular basis.
- Managing and updating orders status (shipped/delivered/In transit/returned orders) and payments received in Ms Excel.
- Products' image processing (Photoshoot and editing using adobe Photoshop) Products bulk uploads, stock and prices updates on regular basis.
- Following up customers through chat, email and call. Generating Leads and Managing Bulk orders

DATE OF BIRTH

3rd March 1987

FATHER'S NAME

Late Shri Subhash Chandra Lav

MOTHER'S NAME

Smt. Santosh Lav

MARITAL STATUS

Married

PERMANENT ADDRESS

#40, Phase 1, Raj Vihar, Jagjeetpur,
Kankhal, Haridwar, Uttarakhand,
India

PROFESSIONAL EXPERIENCE

Ecommerce Manager - Gani International | Portho Mall USA LLC

PorthoMall.com - Team Handle: 15+

Jan 23 - Dec 24 | ROORKEE, UTTARAKHAND

SALES CHANNELS: SHOPIFY, AMAZON.COM, ETSY,
WALLMART, EBAY

COURIERS: SHOPIFY, AMAZON.COM, ETSY, WALLMART,
EBAY

SHOPIFY

Products: Products Listings, Manage Inventory, Products
synchronization with Facebook store, Instagram store and
Shop app.

Payment Gateways - Stripe, Shop Pay, Paypal

International Markets - Multi-Lingual, Multi-Pricing &
Multi-Merchant Center Feeds (**multi-countries=14**)

Orders: Custom Orders, Abandoned checkouts follow ups,
Create & Collect Payment Invoices, Handling Disputes

DIGITAL MARKETING

Google Ads - Search, Dynamic Search, Shopping
Campaigns, Merchant Center, Bing Ads, Bing merchant
center, Push Notifications, Newsletters YAMM + Google
Spreadsheets (HTML)

Meta (Portfolios & others)

Facebook Ads Manager

Instagram Store

Facebook Store

AMAZON.COM

Amazon Ads - Sponsored Products (Keywords, Category,
Manual & Auto), Sponsored Brands, Products Display

Cataloging - Listings Creation, Handmade Listings (FBM &
FBA), Excel Uploads

Store: Layout updations, Store Products, Menu updations

Shipments: FBA + FBM orders, MCF

Others: Reports, Reviews requests, Customers Follow ups, etc.

A+ Contents: Banners, layouts, infographics updations

SEO (ON-PAGE/ OFF-PAGE)

Content, Meta, Images and Landing pages optimization
Auto indexing, Search Console, Clarity, Keywords
Research, etc.

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the
responsibility for the correctness of the above-mentioned particulars.

PLACE: HARIDWAR

DATE:

DIVAKAR LAV