

SUPRABHA PRASHANT IJARE

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Summary:

An MBA graduate, working as a Digital Store Merchandiser with overall 4+ years of experience in Accounts and finance and 5+ years of experience in Digital Marketing.

- In Squared Circle – Cataloging and Brand Store management. Key members to set realistic goals and objectives for the project by understanding the full scope of the project. A key contributor to the Atomization of the process. SEO Audit report generation for various clients.
- At client Amazon – Managing campaigns and promotions for MFA, Brand store management and Aplus content management. Creation of offers by analyzing the result of previous campaigns.
- Freelancer- Worked as a Content creator for AdverScribe Ad Solutions. Had ranked 2nd on 1st page of google for a client, created the website on google site (www.panthertour.com), and 5% Lead conversion for a real estate client. Running optimized campaigns for clients with higher CTR.
- Own Business- Created Shopify website. Promoted through Facebook, and Instagram pages. Applied On-page and off-page SEO with Landing page copywriting techniques.
- In Robert Bosch - Vendor payments, Reconciliation, Process improvement and resolving queries.
- In Serco – Payroll, MIS report, resolving queries, Process improvements, Automation of process.
- In Easiprocess (OSB) – Reconciliation and reports for various banking products, Automation of process.
- In Xchanging – Accounts Receivable and Accounts Payable and Budget planning, Document creation.

Career Chronology

Working in Squared Circle Ecom Pvt Ltd (Jan 2021- Present)

Work Experience Areas:

- Design Store Wireframes for the brands
- Managing and engaging stakeholders, streamlining the project according to the client's needs.
- Managing and coordinating with the team to make sure TAT is achieved.
- Cataloging for various Brands of various clients on Amazon and Namshi platform for Dubai and SA region.
- Creation of store and products on the Lazada platform and Amazon Platform.

Worked for Client Amazon as Site Merchandiser I (July 2020- Jan 2021)

Work Experience Areas:

- Promotion of MFA brands on the pages of Amazon for each event.
- Creation and analysis of CTR report and analyzing the results thereof.
- Make sure that MFA pages are updated with the latest offers.
- Run the AB/Testing campaigns and generate a report
- Creation of Promotional offers and Brand Anniversary Promotions
- Walk through the store to make sure all the promotions and banners are updated
- Communicating with Design Team and other stakeholders to make sure for smooth launching of the events

Freelance and own business in Digital Marketing (October 2017-June 2020)

Work Experience Areas:

- Created a Shopify Website for Dropshipping business (Quicknewlook.com)
- Detailed Evaluation of my customer needs that helps in developing marketing strategy and content.
- Keyword Analysis and competitor analysis for better SEO Optimization for organic traffic.
- Experience with Facebook Ads and Instagram influencer analysis, Email marketing to promote business. Shopify add-on tools like Lucky Orange to study the behavior of the consumers.
- Hands-on experience with Google AdWords, creation of blogs and WordPress websites for my clients.

Worked as Process Associate @ Robert Bosch, Bangalore - (11th July 2016 - 30th June 2017)

Key Responsibility Areas:

- Handling Intercompany vendor payments, ensuring timely payments and resolving requester queries, Reconciliation, and finding out missing documents.
- Preparation of various MIS reports for various analyses as per the German client's request.
- Active participation in SAP AP software shift implementation.

Worked as a Sr.HR @ Serco, Shimoga - (3rd September 2012 – 14th May 2013)

Key Responsibility Areas:

- Payroll Accounting and support in audit functions.
- Preparation of various MIS reports for analyzing attrition rate and quality of skilled employees.
- Joining, Appraisal and Exit formalities and helping employees on PF, Tax and ESIC formalities.
- Active participation and support in migration of data from excel to SAP tool.
- Organizing events like blood camp, Plant a tree, Right investment etc.

Worked as a Financial Assistant @ Easiprocess, Bangalore - (4th November 2010 – 11th April 2012)

Key Responsibility Areas:

- Reconciliation of debit and credits & clearing suspense account for UK clients.
- MIS reports on banking products like Treasury Bills and Bonds
- Mortgage redemption posting and Invoice process and resolving queries.

Worked as a Process Associate @ Xchanging, Shimoga - (31st Oct' 2008 – 2nd Nov' 2009)

Key Responsibility Areas:

- Accounts receivable (Cash Application) and Accounts payable for US clients.
- Drafting special projects like budgeting and sundry charges.
- Creating and presenting various reports like Process documents.

Additional Skills

MS Office. Advance Excel. SAP (Accounts Payable), SAGE, Grammarly, Google Search Console, Ahref, Semrush, Ubersuggest, Rubicon, WordPress, Google Analytics, and Amazon internal tools. Mailchimp, Toolszap, Google Analytics, Canva

Academics Credentials

Bachelor of Commerce (Business Statistics) (2007-08) – KNWC Shimoga, Kuvempu University
Master of Business Administration (Finance) (2013-14) -- Annamalai University
Business Analysis Certified Professional (BACP) (2017) --- Imarticus Learning (endorsed by IIBA)
Perusing Master Program in Digital Marketing Specialist – Simplilearn (OMCP certified)