



RICHA BHARTIYA

E-Commerce Professional

E-commerce professional with 4+ years of experience in online sales and business development. Demonstrated ability to optimize operational efficiency, drive revenue growth, and build strong client relationships. Skilled in developing new partnerships, negotiating contracts, and managing cross-functional teams.

Contact

Phone

+918755033296

Email

richa.bhartiya@gmail.com

Address

New Delhi

LinkedIn

<https://www.linkedin.com/in/richa-bhartiya/>

Education

2016-2018

MBA : Logistics & Supply Chain Mgmt.

University Of Petroleum & Energy Studies,
Dehradun

2012-2015

Bachelor Of Science (H) Botany

University Of Delhi

Skills

- Business Strategy
- Account Management
- B2B Sales
- E-Commerce
- P&L Management
- Negotiation
- Content Writing

Language

English

Hindi

Experience

Jan 2022 - Feb 2023

realme I Gurgaon

Assistant Manager

- Drive profitable growth through the development and implementation of commercial and operational plans for sales fundamentals, such as distribution and promotional planning for e-commerce platforms Amazon, Flipkart, Myntra, Tata Cliq.
- Develop distribution plans for e-commerce platforms and create promotional plans that align with our brand and marketing strategies.
- Lead the launch of new products and services, build and execute strategic plans to grow sales in key categories, and work with cross-functional teams to develop and implement marketing campaigns.
- Monitor inventory levels and ensure that there is enough stock to meet demand. Create and manage monthly offers and discounts, develop and implement promotional strategies, and analyze competition to identify actionable insights.
- Own the P&L for assigned channels and drive key business metrics, such as conversion rate, gross merchandise volume (GMV), average selling price (ASP), return rate, cancellation rate, and margins. Work with cross-functional teams to improve performance on these metrics.
- Experienced content writer with a proven track record of creating engaging and informative content for internal and external teams. Skilled in writing quizzes, product descriptions, and other types of marketing content.
- Serve as the primary point of contact for customers, facilitate relationships between customers and internal departments, and ensure that operational activities are aligned to support customer needs.

Mar 2019 - Jan 2022

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Sales Operations Specialist

- To align purchase order fulfillment with the sales target and forecast.
- Collaborate with the project, marketing, and content teams to compile information for the product launch and facilitate its successful rollout.
- Engage in cooperation with the finance department to ensure the reconciliation of business accounts.
- Facilitate the closure of schemes, claims, return orders, and debit notes by coordinating with both internal and external stakeholders.
- Foster communication with internal teams spanning various departments to facilitate efficient and prompt delivery of client requirements.

Feb 2018 - Nov 2018

Flipkart I Gurgaon

Operations Executive

- To sustain inventory levels at 96%, utilize methods such as stocktakes, cycle counts, and blind counts.
- Oversee operational protocols for tasks like validating incoming and outgoing shipments, managing material handling and disposition, and maintaining up-to-date warehouse inventory records.
- Guarantee the punctual dispatch of vehicles from the distribution centre while adhering to established stacking guidelines for materials.
- Managed product returns, coordinating and verifying them, and keeping inventory balances accurate.