

APARNA TIWARI

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PROFILE SUMMARY

A dynamic & innovative professional with over 11 yrs. of rich experience in Administration, purchasing, E-commerce & social media. Planning day-to-day strategies, PO, and PI, along with Brand Promotions. Adept in managing admin cum purchase Activities involving vendor assessment, dispatches, inventory, material management, team building, and coordination with internal Departments. An effective communicator with excellent relationship management skills and strong analytical, problem-solving & organizational abilities. Planning implementing & monitoring technological changes to enhance productivity. Resolving interpersonal issues & working toward a harmonious work environment.

KEY SKILLS

- Purchase Order
- Google Drive
- Spreadsheet
- Vendor Development
- Training & Development
- Social Media Marketing
- Keyword Research
- E-commerce
- Brand Promotion

PREVIOUS EXPERIENCE

Plus Creations Pvt. Ltd., Sonipat (Food & Pharma Packaging) Assistant Manager	Since Jun'18
Miracles Life Care Ltd. (Medicine Manufactures) Assistant Manager	Sep'16- Jun'18
Acmas Technologies Pvt. Ltd., Sonipat Office Assistant	Jun'15 - Jul'16
Godrej & Boyce Mfg. Co. Ltd., Sonipat Office Assistant	April'11 - May'15

ROLES AND RESPONSIBILITIES

Purchase & Vendor Development: -

- Raising purchase orders and making sure PO is released to the vendor on time
- Following up with the vendor to dispatch the material on time
- Manage all reports folder wise, spreadsheets, docs, Purchase orders, Performa Invoice & Quotation
- Co-ordinate with Clients as well with suppliers for Quotation, Prices, Delivery Dates, etc
- Updating Production Data in the system via company software & Spreadsheet.
- Build and maintain good relationships with new and existing suppliers.
- Prepared Comparison rate sheet and negotiate with the vendor. Vendor registration and coordination vendors
- Collecting databases from different sources and providing them to the team.

Ecommerce: -

- Knowledge of Marketplaces Amazon / Flipkart / Snapdeal / Industrial Buying / Indiamart and all major eCommerce portals

- Detailed maintenance and improvement of listings (title, description, images, reviews, prices, product specs, customer questions, etc.) to increase product ranking
- Solving any disputes if raised and providing all customer support to the clients
- Handling customer queries and leads via phone, email, and chat
- Preparing the packages for shipping and handing them over to shipping partners
- Learning and implementing best practices in eCommerce
- Review and approve product pages, content, creatives, and videos
- Managing and executing promotional campaigns on the website, new product launches

Social Media: -

- Handling Social media Platforms: - Facebook, Instagram, Pinterest, Behance, Tumblr, LinkedIn, and Twitter.
- Doing Business promotions via different mediums.
- Engaging followers with regular company updates.
- Make Creative Posts for Special Days

Training and Development: -

- Preparing of Training Calendar and, coordinating getting training by the training department team.
- Training schedules for employees.
- Evaluate the effectiveness of the respective training programs by obtaining feedback for participants.
- Update and keep track of employees' training records.
- Identifying the training needs, and developing training programs to ensure constant learning and development of employees.

HRIS/MIS & PMS

- Maintaining the database of employees.
- Preparing daily MIS reports like Absenteeism, leave, and late coming reports

Employee Relations & Welfare

- Resolved employee queries through interaction with them, clarifying employees' queries about the HR policies.
- Interacting with employees on regular basis.
- Handling all the queries related to salary slips, leaves, attendance, and reimbursements.
- Sending Birthday and congratulatory emails.
- Resolving conflicts between employees and departments by advising proper solutions/guidance on the issues

Administration

- Managing day-to-day operations, Managing Guest or buyer's visits, and Pantry Management
- Housekeeping & Security Management (Manpower planning & Budgeting, deployment, training & development, Bill processing, managing debits)

- Check and forward emails related to the concerned department.
- Handling the salary of promoters and maintaining sale records in the spreadsheet.
Handling team of 16 Promoters
- Maintain a record of goods ordered and received, Crosscheck reports of all departments

CERTIFICATION

- **Digital Marketing Fundamentals Certification** completed online from IID (Digital Marketing School)
- **Digital Marketing Fundamentals Certification** completed online from Google Digital Garage
- **Introduction of Google Search Campaign Certification** Completed online from Great Learning
- **Instagram Marketing Fundamentals Certification** Completed online from Great Learning
- **Introduction to Search Engine Marketing Certification** Completed online from Great Learning
- **Basic Jupyter Notebook Completed Certification** online from Great Learning
- **Basic HTML Completed Certification** online from Great Learning

EXHIBITION ATTENDED

- **Participated** in CPhI & P-MEC India in 2019 Organized by Informa Markets. India Expo Centre, Greater Noida, Delhi NCR, India
- **Participated** AAHAR-The International Food & Hospitality Fair in 2019 Organized by India Trade Promotion Organisation. Pragati Maidan, New Delhi, Delhi 110001
- **Participated** in SIAL India Food Exhibition in 2019 Organized by India Trade Promotion Organisation. Pragati Maidan, New Delhi, Delhi 110001
- **Participated** in SIAL India Food Exhibition in 2019 Organized by India Trade Promotion Organisation. Pragati Maidan, New Delhi, Delhi 110001

EDUCATION

- MBA from Dcrust Murthal University in Batch 19-21

PERSONAL DETAILS

Date of Birth: 25th Jan 1992
Languages Known: English, Hindi,
Contact Address: Sonipat