

ANU NAIR

SR.AMAZON MANAGER

SUMMARY

Experienced E-commerce Professional with almost seven years of experience in online marketing. Expertise in strategic account management, product optimization, marketing, and at navigating the complexities of Amazon's ecosystem to enhance visibility. Strong analytical skills and a data-driven approach to identify trends, implement improvements, and deliver exceptional results.

SKILLS

- PPC Advertisement
- Keyword Research and Analysis
- Google Ads
- Budget Management
- Data Analysis and Reporting
- Client relationship Management
- Category Management
- Market research
- Email Marketing

CONTACT

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WORK EXPERIENCE

SR. AMAZON MANAGER

Group 8A India | Sep 2021 - Till Now

- Manage end-to-end Amazon account operations Organic to PPC campaigns, and creating deals and coupons
- Create and optimize campaigns according to the learnings and goals
- Provide bi-weekly learnings and action plans to the clients. Also, maintain monthly sales reports
- Managed, optimized, and scaled campaigns in Google Ads
- Conduct in-depth keyword research, competitive analysis(in both Amazon and Google Ads), ad copy testing, and demographic analysis to improve campaign performance
- Implemented A/B testing of landing pages to improve conversion rates and user experience
- Helping to grow the company's affiliate marketing program by collecting contacts and ensuring alignment with the brand and product offerings

DIGITAL MARKETING STRATEGIST E-COMMERCE

Vista Funnel Pvt Ltd | Aug 2020 - Nov 2020

- Responsible for monitoring and analyzing the performance of all the Amazon campaigns it also involves tracking key metrics such as click-through rates (CTR), return on ad spend (ROAS), and overall sales performance
- Optimizing the campaigns according to the monthly goals and performance of each campaign.
- Conducted keyword research using tools like Helium 10 to identify relevant and high-converting keywords for your products.
- Utilized advertising platforms like Quartile, alongside Amazon's native advertising tools, to create effective campaigns that promoted products and drove sales on the platform.
- Assisted clients with their FBA planning, which involves strategically managing inventory, shipping, and fulfillment through Amazon's FBA program to optimize efficiency and customer satisfaction
- Worked on improving product pages by incorporating relevant keywords into product titles, descriptions, and bullet points. Additionally, ensured high-quality product images and engaging content to attract and convert potential customers
- Also, expanded the client's product presence beyond Amazon by launching new products on other e-commerce platforms such as Walmart, eBay, Newegg, and their website

ASSISTANT MARKETING MANAGER

CPK Food & Beverages Pvt Ltd | Jan 2018 - Jun 2020

- Monitored websites and marketplaces regularly to maintain brand consistency and identify areas for improvement.
- Optimizing the campaigns according to the monthly goals and performance of each campaign.
- Provide monthly key metrics such as click-through rates (CTR), return on ad spend (ROAS), ad cost of sales, and overall sales performance
- Optimized product pages with relevant keywords, enhancing organic search visibility and driving user engagement.
- Conducted in-depth market research to identify opportunities and provide recommendations for sales growth.
- Restructured email templates, including automated, promotional, and informative emails, resulting in increased customer retention and conversion rates.
- Collaborated with cross-functional teams to create and execute an annual marketing calendar, ensuring timely implementation of marketing campaigns.
- Helped design team with brand banners and posters to support promotional activities and boost brand visibility.
- Developed product information files and tutorials for email campaigns and product pages, enhancing customer understanding and satisfaction.

ACCOUNTS MANAGEMENT [SALES & MARKETING]

Infibeam.com | Sep 2015 - Dec 2017

- Develop categories through marketing strategies, weekly campaigns, and promotional offers. Track post promotional sales and revenue
- Identify consumer trends that will generate solid recommendations to grow sales for the category
- Compare pricing with competitors and negotiate offers with the clients
- Organic online lead generation
- Ensuring that the customer's escalations are solved by the given time frame
- Create and maintain effective liaison with the vendors and suppliers to ensure timely and accurate delivery of products

EDUCATION

BACHELOR OF COMMERCE, MAJOR IN ACCOUNTS

JG College Of Commerce| 2009 - 2013

HIGHER SECONDARY , COMMERCE

NRHS- GLS| 2007 - 2009

CERTIFICATES

BRANDING & ADVERTISING - 2017