

**Software Tester**  
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New Delhi, India

# Deepmala Sharma

## Profile

Seeking and start fresh career in software/Application Testing domain with challenging position in a reputed organization where I can learn new skills, expand my knowledge, and leverage my learning also too get an opportunity where I can make the best of my potential and contribute to the organization's growth. The additional objective being towards satisfaction, both for myself and the company, I strive to work towards the high standards of loyalty and dedication which has been consistent throughout.

## Employment History

### E-Commerce Executive at Ramayath Industries Private Limited, New Delhi

01/2022–12/2022

- Devising strategies that harness sales-related insights, prevailing standards, and novel developments to encourage sales in Amazon, Meesho etc.
- Creating frameworks that transform our social media sites into highly profitable platforms.
- Directing the activities of software developers, copywriters, and graphic designers to ensure careful adherence to predetermined strategies.
- Reviewing the security of checkout pages and payment procedures.
- Creating promotional offers and checking to see that these are uploaded precisely.
- Reviewing copy and legal disclaimers to verify their accuracy.
- Analyzing traffic to inform website maintenance and the effectiveness of marketing strategies.
- Examining sales-related metrics to inform restocks.
- Reporting on the utility of existing and novel strategies.
- Planning and executing various promotions for the company like Brand Promotion, Product Promotion, Event Promotion and Deal of the day, Super Saver, Weekend Campaign, Mid-Night Sale.
- Planning and Implementing On-Page/Off-Page Strategy.
- Performed competitor analysis to get a holistic view of the web site to identify key areas of focus and make strategic decisions.
- Keyword Analysis, Researching the best keywords using tools like Word Tracker, Keyword Discovery, and Google Keyword Planner etc. on 3 major factors Relevancy, Popularity and Competitiveness.
- Manage and monitor the online product catalog (add/edit products, prices, sales, categorization) through the Content Management System or back-end processes.
- Managing the portal for matters related to payments, product uploads, changes to listings, stock updates and promotions.

## Skills

Critical thinking and problem solving .....	3/5
Time Management .....	5/5
Fast Learner .....	5/5
Ability to Work Under Pressure .....	4/5
Microsoft Excel .....	3/5
Adobe Photoshop .....	3/5
Communication .....	3/5
Customer Service .....	4/5
Communication Skills .....	4/5
SQL .....	2/5
Manual Testing .....	2/5
Test Automation .....	2/5
Java .....	2/5
Selenium Automation Tool .....	2/5
JIRA .....	2/5
Agile Methodologies .....	2/5

## Courses

Software Testing at Croma Campus, Noida  
08/2022–02/2023

## References

References available upon request

## Languages

Hindi ..... Native speaker  
English ..... Very good command

- Processing Amazon India seller central/Flipkart seller hub orders, scheduling & getting them dispatched through logistics & warehouse team.
- The Ideal candidate should have a passion for all the tasks related to e-commerce. Enhance the Company business through Digital mode.
- Deliver e-mail confirmation of completed transactions and shipment.
- Determine and set product prices.
- Measure and analyze Web site usage data to maximize search engine returns or refine customer interfaces.

## **E-Commerce Executive at Jsm Impex, New Delhi**

**03/2019–11/2021**

- Investigate products or markets to determine areas for opportunity or viability for merchandising specific products, using online or offline sources.
- Create or distribute offline promotional material, such as brochures, pamphlets, business cards, stationary, or signage.
- Collaborate with search engine shopping specialists to place marketing content in desired online locations.
- Integrate online retailing strategy with physical or catalogue retailing operations.
- Promote products in online communities through weblog or discussion-forum postings, e-mail marketing programs, or online advertising.
- Create or maintain database of customer accounts.
- Calculate revenue, sales, and expenses, using financial accounting or spreadsheet software.
- Deliver e-mail confirmation of completed transactions and shipment.
- Calculate purchase subtotals, taxes, and shipping costs for submission to customers.
- Create, manage, or automate orders or invoices, using order management or invoicing software.
- Cancel orders based on customer requests or inventory or delivery problems.

## **Education**

### **BCA, Punjab Technical University, New Delhi**

**07/2007–06/2010**

Graduate in Bachelor of Computer Application

### **Intermediate in commerce, CBSE Broard**

**07/2004–07/2006**

Intermediate in commerce