

KHYATI AJMERA

ABOUT ME

Ecommerce Operation Head with a diverse background and an experience of 7yrs+ with leading teams in e-commerce, supply chain management, crm, logistics, inventory management and omni-channel business initiatives. Result-driven strategist working cross-functionally to execute new projects, direct operations, improve productivity, profitability and enhance the customer experience. Exceptional motivator with a proven track record for recruiting skilled professionals, developing talent, and retaining high-performance teams. “Never Stop Learning” attitude has always helped me take myself one notch higher.

SKILLS

- ◆ Supply Chain Management
- ◆ Operations, CRM & Logistics
- ◆ Amazon, Flipkart, Myntra, Nykaa Listings
- ◆ Amazon, Facebook, Instagram & LinkedIn Ads
- ◆ Magento & Shopify
- ◆ Google Analytics
- ◆ Basic SEO
- ◆ Responsibility, Accountability & Time Management
- ◆ Strong Interpersonal & Communication Skills

EDUCATIONAL QUALIFICATIONS

Qualification	Name of the Institution	Year	Result
Bachelors of Commerce	Nagindas Khandwala College	2014-2015	72.43%
Higher Secondary Certificate	KES College	2011-2012	77.67%
Secondary School Certificate	J.B.Khot High School	2009-2010	82.36%

LANGUAGES KNOWN

- ❖ English, Hindi, Gujarati & Marathi

WORK EXPERIENCE

✧ **KIABZA (Kayman Ventures Pvt Ltd)**

Head Operations, CRM & Logistics (Shareholder through ESOPs)

April 2018 - August 2023

Oversee e-commerce operations and crm team for my brand which is into Buying & Selling of Branded Preowned Fashion. Focused on enhancing customer's end-to-end digital shopping experience. Spearhead continuous co-ordination & improvements across all business units (Operations, quality control, crm, warehouses, logistics, digital marketing and analytics, social, finance and IT)

ECOMMERCE OPERATIONS MANAGEMENT -

- Scheduling work and assigning targets of each department and follow ups
- Handling entire supply chain management including fulfillment of all D2C orders, tracking and documentation of shipments, scheduling forward/reverse shipments of seller pickups & buyer returns, making seller payouts and buyer refunds,etc
- Modernized Magento & Shopify websites and key driver in developing process and service improvements to grow company's revenue
- Product cataloging and analyzing the demand according to various trends in Google analytics
- Tie-up with logistic partner, payment gateway partner & various vendors
- Managing the pricing on the website and changing the prices according to various sale strategies

CRM MANAGEMENT -

- Prioritize and filter customer feedback to drive website improvements and digital product development thus leading to retaining customer database
- Responsible for resolving customer queries & issues related to orders, products, refunds/payouts and seller consignments
- Resolving escalations & NDR issues promptly
- Analyzing the buying patterns and guide customer product feedback to the marketing team to improve the customer targeting

INVENTORY & WAREHOUSE MANAGEMENT -

- Developed and maintain operational and quality control guidelines for staff
- Responsible for achieving and monitoring the KPI of the team
- Maintaining documentation and keeping accurate records of warehouse activities and of the quality controllers
- Introduced new methods, practices and systems to reduce TAT
- Evaluate current operational strategies and recommend improvements

ADDITIONAL MAJOR ROLE -

- Making weekly, monthly and requirement based reports of the company and using my analytical skills to find out the bottle necks of the processes which are affecting operations of the company and finding solutions to resolve the same
- Establishing connects with Corporates/Brands like H&M, Marks & Spencers, etc and Celebrities like Kartik Aryan, Bhumi Pednekar, Ananya Pandey, Karishma Sharma, etc on different opportunities of the tie-ups based on various objectives and activities
- Worked on marketplace listings like Amazon, Flipkart, Myntra, Nykaa, etc
- Analysis on Google Analytics & Magento/Shopify dashboard for creating strategies on getting more traction on the website and sharing the results with Marketing department
- Research and execution on launching various categories on the website to give customers a wide range of choice to purchase thrift like launching of Refashioned, Ethnic Wear, Shoes/Footwear, Luxury Bags etc
- Working with IT & various freelancers on making custom Inventory management software, PHP platforms for report generation, etc and solving glitches around it
- Staying up to speed on the competitors and making strategies for my company accordingly
- Brainstorming sessions with the team and reviewing the progress
- Attending Investor meetings with the management

✧ **BrandSwitch & TeamUP**

Business Development & Client Servicing Executive (April 2017 - April 2018)

- Generating leads, approaching top Jewellers & Builders and converting them for handling their Social Media Account and Digital Marketing
- Promoting their App in the channel partner meetings and getting more downloads
- Attending various events for business promotions
- Making proposals for the clients & update PPTs
- Client servicing for their existing and new accounts

✧ **Sketch Consultancy**

Senior Executive (August 2016 - April 2017)

- Arranging photographers for Airbnb photoshoots
- Allotting schedules to photographers
- Handling customer relationship management
- Making reports of the company
- Basic photoshop editing

CONTACT

- ✓ +91 9819872838 | Andheri, Mumbai | kajmera1994@gmail.com
- ✓ DOB : 6th April 1994

THANK YOU !!!