**Arogya PremaLatha**

# 

# **Team Lead Account Management Ecommerce**

# Phone Number : 9620295201

Email : [piscesp28@gmail.com](mailto:piscesp28@gmail.com)

**Background:**

Enthusiastic Account management Lead with a commercial mindset and full comprehension of Marketing and Sales Principle.

Ability to research and analyze data and market insights, Plan and implement long-term development strategies for product categories.

Work with customers, vendors and merchandisers and find new ways of expanding product categories.

Calculate forecasts for product demand trends. Manage and track budget.

**Key Skill Sets:**

Problem Solving, Data Analytics, Leadership, Project Management, Troubleshooting, Proficient with Microsoft Office, create SOPs, people management. MIS Reporting, MIS Preparation, Pivot Table, Excel formula and Excel Short keys.

**Achievements**

* 7 value awards, appreciation from the counter parts, suppliers & managers.
* Appreciation for loading the promotions and set up of products with zero defaults and errors
* Managing the work load successfully during the peak time of December
* Appreciated by Clients for the quick response
* Became a senior officer in 2 years, 3.2 years became process trainer and in 4.3 years Team lead to make sure all last-minute requests are done despite the time constraint.
* Manage change well – System changes (From main frame to NBS – New buying system) learnt the system within 15 days of time with limited practice & training.
* Always ensured we had a fun environment in training and received appreciations from top level management including from other team top level management and a positive feedback from all trainees always
* Projects-5 worked with IT and got software updated and changed so we can provide 100% accurate and timely deliverables to customers and made work simple for staff

**Significant Strengths**

* Good communication skills
* Ability and desire to learn new skills quickly.
* Inter-Personal Skills – Build
* Ability to work under pressure
* Building good relationship with the employers, Stake Holders and business leads.
* Good team player

**WORK EXPERIENCE**

### Account Management Team Lead @ Squared Circle Aug-2021 Ongoing

• Transitioned and Set up the process for FJB & Lazada collaboration

• Understanding the requirements, skills needed and ensure team was well staffed to manage the income and output

• Set up a customer support team & a category management team

• Handle 9 seller accounts of fast‑fashion apparel brands & homecare for Superdry, LaSenza, Pretty Ballerinas, Rebecca MinkOff, Airfree, Sheridan etc on ecommerce platforms Lazada and Shopify for South East Asian markets also experienced handling Dragon mart and Dubai Mall

• Handle 9 accounts for customer support and ensured we provide the best of customer experience

• Setting up and managing custom store pages for brands on eCommerce sites based on season, new product launch and campaigns.

• Enabled smooth onboarding for effective performance management and tracking performance to assess. Ensured there was consistent coaching, guiding and development on process changes/updates

•Plan for backups in case of attritions, by planning and providing adequate training

• Plan resources accordingly, forecast workload and be well planned and prepared so we have smooth ways of working

• Automated multiple activities to reduce human work & to have 100% accuracy

• People Management (leadership, stakeholder management, team management, floor control and retention).

• Formulate, Implement, track career path & Individual Development Plans of each member in the team.

• Metrics Management through regular reviews and delivering specific metric goals against targets.

• Mentor and guide Associates, Sr. Associates and SMEs to manage quality, improve process efficiency, conceptualize, design and deliver trainings to the team.

• Manage the team and ensure high service delivery and execution.

### Technical Support @ Accenture 2020 To 2021 - Telstra

* Helping Telstra with 3G decommission
* Network analysis
* Assisting government & enterprise bodies accessing Telstra connections
* Query handling
* Account managing
* Buddying up new hires and help in training them
* Helping in implementation of 5G across Australia
* O2C and O2A - in terms of billing & payments

### Team Lead @ Tesco Sep-2013 To Sep 2017

* Handled category Health, Beauty, Household & Healthcare for Tesco UK stores
* Managing team of 15
* Assigning workload
* Making sure all SLA’s are met by team
* Prepared SOPs for overall process
* Ensuring Zero errors
* Monitoring QA
* Training new hires
* Conducting refresher as per requirements for teams, leads & managers
* Maintain data base & Operating modules
* Conduct quizzes every fortnightly
* Circulate all training updates and conducting trainings on new update
* Maintain error logs & conduct refreshers based on errors
* Was a Trainer for UK Food all categories overall
* Creating new product listings, promotions, promo code, discount code, update prices, cost, promo prices, markdowns for multiple brands & platforms.
* People Management (leadership, stakeholder management, team management, floor control and retention).
* **2012 to 2013**
* **QA** for officers for tasks performed on products online and instore
* Loading monthly Promotions
* Setting up the various Offers and Offer maintenance
* Setting up Products and maintenance
* Undercharge investigation
* Adding and setting up products for clearance sale
* Interacting with UK Buyers and the suppliers for updating and maintenance of cost, discount, and retro details.
* From the initial product set up – to the product destroy process. All product info, queries, comparing the supplier and the buyer’s cost, retro.
* Sorting price queries.
* Product maintenance and Offer maintenance
* Quickly reacting to the store queries team for any queries and defaults occurred.
* Sorting PQT queries.
* Working on Margin reports, Undercharge investigation reports.
* Take next quick necessary action for the default caused in stores and sorting the issues with the POS team.
* Tracking the margin reports and status review
* Tracking the prices and cost summary of the products
* Maintaining the cost and promotion master summary
* Interaction with the UK counter parts – Buyers & suppliers
* Resolving the stores and the price queries
* Resolving the point of sale issues.
* **2010 to 2012**
* **Officer**
* Product maintenance and Offer maintenance
* Quickly reacting to the store queries team for any queries and defaults occurred.v
* Price updating
* Cost updating

## Projects:

**Commercial UK Food**

**Collaborated with IT & got all the below incorporated in the Buying system itself**

* Retail selling price: Automated values for retails price updates
* Promotion: Promotion automation ensured 100% accurate details to be uploaded and ensures no losses occurred
* Cost price: Automated values for cost price updates
* QC Automation: All manual updating QA was automated
* Testing with the team SMEs
* Rolled out successfully

**Squared circle ecom owner & initiation**

* Automated entire template upload for Lazada & Shopify platforms
* Automated price updates
* Automated QC for all manual activities
* Tested with team & rolled out successfully
* Same was shown to Lazada team

## Education:

* PGDBE Wigan & Leigh University
* Bcom CS Kristu Jayanti College
* SECA PUC Jyoti Nivas College