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|  |  | EDUCATION |
|  | **Nagpur University (RTMNU)**  2008 - 2012  Bachelor of Engineering (B.E) Electronics & Telecommunication  **BJM Carmel Academy Convent High School**  2006 & 2008  HSC- 57.4% (2006)  SSC- 85.4% (2008) |
| Mubashra  Moinuddin Syed  HR Assistant II Profile To leverage 4+ years of experience as a Catalog Manager, utilizing my expertise in managing and optimizing product catalogs, driving sales growth, and enhancing customer experience. Skilled in overseeing end-to-end catalog management processes, including data enrichment, categorization, and content optimization. Proficient in collaborating with cross-functional teams to ensure accurate and up-to-date product information, improve searchability, and maximize conversions. Committed to implementing best practices, leveraging data insights, and utilizing industry trends to drive catalog enhancements and deliver exceptional results for the organization. CONTACT PHONE: +91 7709877786    EMAIL: [Mssyeduae@gmail.com](mailto:Mssyeduae@gmail.com)  EXTRA CURRICULAR ACTIVITIES  ➣Participated in various sports, quiz, paper presentations, etc. in school and college.  ➣ Head of Inauguration & Decoration and Co-Head of Sponsorship.  ➣Demonstrated sportsmanship and skill by participating in a  national-level cycling competition, showcasing dedication and  commitment to physical fitness and competitive sports  ACHIEVEMENTS  ➣Joined Amazon on Contractual basis for 6 months and my contract got extended twice. Also, before completing a year, I mentored a badge.  ➣Awarded with Employee of the Month for February 2015  Promoted to Senior Purchasing Associate / Merchandiser, managing team of 4 members in July, 2017 |  | WORK EXPERIENCE |
|  | **Amazon Development Centre (India) Pvt Ltd -**  **HR Assistant II**  May 2022–September 2023   * Working as HR Assistant for US and APAC (Asia Pacific) employees (13 countries, excluding Indian Sub-Continent). * Handling Inbound and Outbound calls for their queries regarding timecard, requesting leaves, opening COVID or medical leaves, school/hardship/religious or temporary schedule accommodations, to read their pay statements and make changes in their tax deductions, etc. in collaboration with other departments like Payroll, Timekeeping, Site HR and managers via emails and tickets. * Mentored a badge of 4 * Assessed organization’s policies in order to provide best resolution to the employees and helped them to understand company policies.   **Alacrity E-Commerce Solutions Pvt Ltd –** **Sr. Merchandizer**  July 2017–November 2017  **Alacrity E-Commerce Solutions Pvt Ltd –** **Sr. Merchandizer**  September 2014–July 2017   * Category Management includes creating new categories and their subcategories in CMS. Assigning containers and sorting them. Publishing and showing them on the display page, and sidebars. * Expert in seeing different categories as individual business units, aimed at providing business results by focusing on delivering value to the customers. * Collaboration with suppliers will improve building the category itself as their expertise can be used to develop the category * Brand Management includes launching new products, deciding the budget for the product type, and managing existing products. * Creating inventories, catalogs, containers, and models along with their descriptions, features, and images. * Analyzed the company’s brand positioning in the market and crystallize the insights of current or targeted customers. Established cost and price parameters, performance specifications, market applications, and sales estimates. * Monitored market trends, researching consumer markets and analyzing competitors’ activities in an attempt to identify key issues and opportunities. * Inventory Management includes maintaining stock, ordering, price updates, and slow movers. * Purchasing on eBay, and Amazon, making purchase orders from Manufacturers, Suppliers on the basis of their feedback, reviews, return policies, product description, ETA, shipping, and payments. * Communicating with merchants/vendors for necessary updates or in case of new and refurb items, then for refunds or exchanges. * Managing promotions, clearance, overstocks to attain product forecasts. * Collaborating on the trading strategy. Ensuring that the digital have the marketing in place for product promotion. * Collaborating with the buying team to agree new strategies. Managing the different planning cycles and taking full accountability for achieving results and for seasonal growth through the optimization of opportunities. * Leading and supporting a small team with their development, ensuring their commercial focus. Keeping up to date with market trends across geographical regions and enacting on these to support business growth. * Carrying out continuous analysis to ensure clear understanding across the different regions, whilst using your significant planning and forecasting skills for risks and opportunities. * Ensuring clear communication across departments and building strong business relationships internally and with external partners.   **Alacrity E-Commerce Solutions Pvt. Ltd. -**  **Content Management Associate**  December 2013–September 2014  **Alacrity E-Commerce Solutions Pvt. Ltd. -**  **Affiliate Marketing Associate**  August 2013–December 2013 |
|  | SKILLS |
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