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| **Professional Summary**  My overall experience extends to 6 years in various roles with Amazon, Microsoft and most recently,  with Scandiborn as an E-Commerce Manager. In these roles, I have handled cataloging, content  publishing, promotional launches, training and mentoring team members, incident management and  process improvements. Apart from tasks vital to these responsibilities, I’ve also enjoyed exploring the  creative and visual aspect of delivering products to customers. |

# Experience

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| May 2021 – JuLY 2022E-commerce manager**Scandiborn – Baby Products** <https://www.scandiborn.co.uk/>Execute conventional drop shipping program, including analyzing potential brands andonboarding products on the Scandiborn website across UK, US and EU marketplacesusing Shopify Plus.Conduct market research and competitor analysis via social platforms like Instagram,Pinterest, and Facebook and also via other external platforms.Onboard new hires and train them on business processes and tools.Partner and onboard brands aligning with our goals to collaborate with Scandiborn andimprove product assortment.Leverage digital marketing channels such as SEO, meta fields and affiliate marketingchannels to enhance product searchability.Work with A+ content to publish articles on our in-house blog page using Canva Pro.October 2015 - may 2018Senior Catalog Analyst**Microsoft R&D (Zen3)** www.microsoftstore.com​ Noida, Uttar PradeshLed a team of 15 web producers managing 228 marketplaces for Microsoft Online Store Worldwide.Created, updated, and executed product onboarding, homepage/category page builds, daily, weekly and seasonal promotional launch.Closely collaborated with overseas PMs, Site Merchandisers, UX, QA and Engineering teams to deploy Product Display Page layouts and promotional deals.Actioned high priority escalation cases via 24x7 incident management as per SLA, troubleshooting and engaging the concerned team for diagnosis and resolving live site customer impacting incidents.Managed resource allocation for regional and global launches based on run sustain work.Monitored bug treads to schedule bi-weekly brain storming and training sessions with SMEs and the operations team to train/mitigate repetitive bugs. **Achievements**   * Successfully launched major **Holiday campaigns** including Black Friday, Click Monday, Boxing week and 12 Days of Deals for primary markets (US, CA, EMEA & APAC) * Driven **Global Projects** such as Windows takedown (worldwide), Accessibility (US), Terms of Sale, Microsoft's privacy statement along with MS Legal team for 67 markets. * Owned **Classified Projects** for Surface Book 2 launch (WW) and updated T&Cs globally for themed site catalogs. |
| AUGUST 2013 - OCTOBER 2015French Catalog Associate Amazon [www.amazon.fr](http://www.amazon.fr/) Chennai, Tamil Nadu   * Implemented automations that led to an improvement in team’s productivity by 33% which also saved 1.2 headcount. * Flagged challenges to mitigate potential escalations before E3 live launches which ensured smooth product launches. * Effectively managed content operations for various categories – Media, Home Improvement, Beauty, Kitchen, Electronics, Health and Personal Care, Pets and Office. * Created detailed SOPs for formatting product images process to help existing and new resources use it as a go to guide. * Single point of contact for weekly business reviews with Vendors, Site Merchandisers and Stakeholders to discuss future roadmaps for primary categories. * Worked on populating attribute descriptions for products through Alt tags to assist visually impaired customers. |
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# Education

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| 2013MASTER OF ARTS - French & other Foreign Languages, University of Madras **2011** bachelor of computer science, University of Madras2007 **COMPUTER SCIENCE**, ST. DOMINIC'S ANGLO-INDIAN SCHOOL |

## Internship

## tECHNICAL TRANSLATOR (2012)

## **Renault Nissan Automotive India Pvt**

Translated documents related to IT, Engineering, Communication, and Finance using authorizing tools.