

SHIPRA SHUKLA

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3+ years of experience in the area of Client Servicing, Account Management & BD

Vast experience in Client servicing/Account Management/Business Development for E-Commerce. Over a period have developed a keen eye for detail, with strong commercial acumen and excellent analytical skills.

KEY SKILLS

COMPETENCIES Account Management|Business Development |Merchandising

EXPERIENCE Snapdeal.com | Flipkart.com | American Express

TECHNOLOGY Advanced Microsoft Excel skills |All basic applications

EXPERIENCE

SNAPDEAL.COM KEY ACCOUNT MANAGER – General Merchandise I (April 2015- Current)

Business Development Manager for General Merchandise Category which includes (Home Furnishing, Home Décor, Kitchen Appliances, Kitchenware & Home Improvement (Accountable for managing inventory, monitoring category / sub-category sales and stocks. Key role in developing tier 1 & 2 accounts and generating revenue for the same along with assortment planning.

- **Vendor management (Existing & New)** – Source new products / vendors / Brands to maintain exclusivity, ensures a healthy and long term vendor relationship.
- Planning: Based on key areas of e-commerce like pricing and Sourcing – sub category wise and product wise.
- **Market trends / Competition analysis** – Continuous focus and launch of unique product lines across all categories
- **Brand (Domestic)** – Handling multiple brands right from identification, and revenue generation. Key role in launching multiple known brands
- **Cataloguing**- Ensure catalog hygiene in terms of Product Display, Contents, Descriptions, Images, promotions and timeline for the existing/ upcoming product line on the landing page.

Was Awarded the Outstanding performer Award for Q1 (April-June2016)

FLIPKART.COM-SELLER RELATIONSHIP CONSULTANT-LIFESTYLE CATEGORY (April 2014-Mar2015)

Account Manager for Tier 2 sellers in Lifestyle Category for Flipkart Marketplace. Handled Tier 2 sellers and their business in terms of Sales Inventory and pricing. Added value to their existing business by providing them sourcing strategy and ecommerce methods of doing business and successfully moved more than 80% of my base to Tier 1 to compete with Top accounts. **Was Awarded a Certificate of outstanding Performer for the same**

1.Relationship Management

Handled Lifestyle Sellers and build strategic relationships with them
Estimating partner's needs
Providing end to end business solutions for strategic partners to solidify mutual expectations of performance and growth

2.Business Development for Existing Accounts

Review Weekly Sales Report for the Accounts & Forecast sales targets and ensure they are met
Track and record activity on these accounts and help to close deals to meet these targets
Identify opportunities for Campaigns and Promotions post discussion with the category that led to an increase in sales for these accounts
Catalog- Ensure catalog hygiene in terms of Product Display, Contents, Descriptions, Images, promotions and timeline for the existing/ upcoming product line on the landing page.

AMERICAN EXPRESS BANKING CORP – TERRITORY SALES EXECUTIVE- (March 2013-April 2014)

Acquisition- Acquire new merchants (B2B & B2C) to generate new volume and increase the Perception of Coverage in a given portfolio across various industry categories like gas stations, online merchants, car dealers, Restaurants, retail etc

Servicing- Increase business volume of existing merchants through end to end relationship management and providing consultive services for overall business development of the merchant.

Marketing Activities- Promoting AmEx promotional activities to the merchants, ensuring AmEx visibility at the merchant location, bringing the merchants into various marketing activities like Dining Select,Online Selects etc.

KEY INTERNSHIPS

SAHARA INDIA PARIWAR –SUMMER INTERN(Marketing) May 2012-June 2012

- Worked under Sahara City Homes on a project to study Consumer's Perception Towards Sahara City Homes after a mega launch vis-à-vis other players in the market

DAINIK JAGRAN – INTERN (CSR) Jan 2012-JAN2012

- Worked with Social Initiative Wing of National Daily Jagran Pehel on the project "SABLA" programme for adolescent girls

ACADEMIC ACHIEVEMENT

Institute for Technology and Management(MBA Marketing)	2011-13
Avadh Girls Degree College (Lucknow University) Bachelors of Commerce	2008-11
St.Fidelis College (Commerce) ICSE	2008

INTERESTS

Cooking,Music,Travelling,Reading
