

Career Objective

A highly organized and hard-working individual looking for a responsible position to gain practical experience.

Work Experience

BM Consulting India Pvt. Ltd, Pune

Dec 2019 – July 2022

Amazon Optimization Executive

Roles & Responsibilities:

- Handling Amazon(.in/.com) Global Account like, (PGN Bearing, Camalen, Shed Defender, Istar Outdoor, Loreto, DecorNation, Contrast Living, Grihham
- Creating different types of Ads campaigns like (SP, SB, SBV, SD) to improve overall product visibility and Sales.
- Monitoring weekly basis campaigns performance & sharing performance reports with clients
- Optimizing campaigns like, pausing non performing keywords or match types and product targeting, also adding negative targeting to controlling irrelevant spend from the campaigns.
- Sending listing recommendation like, (Title, Bullet points, Images, Video, Description, A+ listing Creation. etc.)

Lyxel Labs & Pvt. Ltd, Gurugram

Sep 2022 – Dec 2022

Amazon Ads Operation Associate:

Roles & Responsibilities:

- Handling 80+ Amazon(.in) Account like, (Pitti Jewel, Nidhi Cosmetics, GreenTwish, Floriculture Green, Tool point, Airex Overseas LLP, Prozzile, RSINC, Nutsome Bites, EG2I, Mezon Sales...etc)
- Creating Only (SP) types of campaigns to improve overall product visibility.
- Monitoring weekly basis campaigns performance & sharing performance reports with clients.
- Optimizing campaigns like, pausing non performing keywords or match types and product targeting, also adding negative targeting to controlling irrelevant spend from the campaigns.
- Sending listing recommendation like, (Title, Bullet points, Images, Video, Description, A+ listing Creation. etc.)

Cult gear Pvt. Ltd (Cultsport), Bengaluru

Jan 2023 – Apr 2023

Catalogue Operation Executive:

Roles & Responsibilities:

- Checking the product listing & optimizing the listing according to the necessity.
- Checking the product detail page & make changing according to the requirement.
- Checking campaign performance & finding out insights on the campaigns.

Genera Online Services Pvt. Ltd (Rajrang), Jaipur

Jun 2023

Amazon Account Executive: (freelancer)

Roles & Responsibilities:

- Managing Amazon (Germany/France/Italy) Panel.

- Creating category wise campaigns & maintaining ACOS & ROAS daily and weekly basis.
- Maintaining and increasing order number daily and weekly basis.
- Finding out listing related query & sharing with the top management.

Skills

- MS Excel
- MS Office

Certifications

- Certification Of Digital Marketing
- Amazon Ads Certification

Education

- **B.E, Mechanical Engineering 2013 – 2017**
Bharati Vidyapeeth Engineering
College, Kolhapur
- **Senior Secondary (XII), Science 2011 – 2013**
A.K. Jr. College, Atpadi
- **Secondary (X) 2010 – 2011**
Talewadi Highschool Talewadi

Declaration

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief and undertake to inform you of any changes there in immediately.

Date:

Place : Pune

Yours Sincerely,

Morkane Ganesh Mahadev