

Jaskaran Kainth

E-COMMERCE

Toronto, Canada

+1 (778) 288-3075 | ✉ kainth.jaskaran@gmail.com | in jskrn

Profile

Professional E-commerce manager with more than ten years' experience. Frontend Web Developer with proficiency in web-applications, and a passion for UI development and digital marketing.

Skills

E-commerce:

Google Ads, Meta Ads, Google Merchant, Google Shopping, Google Analytics, BigCommerce, Facebook Business Manager, Facebook Ad Manager, Squarespace, WordPress, SEO.

Frontend Development:

React.js, TypeScript, JavaScript (ES6), Python, Git/GitHub, Netlify, Vercel, API usage, Material UI, CSS 3, SASS/SCSS, CSS Flexbox, CSS Grid, Agile, Scrum, HTML 5, DOM, Markdown, Adobe Photoshop, Figma.

Experience

Photographer & Retoucher

Studio Yaadein • Toronto, Canada & Ludhiana, India

05/2012 - Present

- Interact with clients and present them with tailored service packages.
- Shoot and retouch photographs with Adobe Photoshop and Adobe Lightroom.
- Collaborate with several international beauty and fashion brands through various international photographers.
- Published works on billboards, fashion magazines and product packaging in Indonesia.
- Published photograph on [Vogue Italia website](#).

E-commerce Manager

Starmicro Inc. • Fremont, USA

09/2018 - 10/2023

- Handled day-to-day responsibilities for a small retail business.
- Made sure the supply chain ran smoothly, while various applications involved in the process ran in sync at all times.
- Worked autonomously to fulfil milestones successfully.
- Expertise in implementing SEO techniques and PPC strategies to increase web traffic and revenue.
- Single-handedly helped grow sales by 200% within a month of implementing Google Ads campaigns.
- Contributed by overseeing the development of custom website features on the online store by hiring freelance developers.
- Planned and implemented site-wide content updates, integrated ad campaigns and product promotions.
- Established operation strategies to improve online sales by conducting market research and reports on competitors.
- Proactively researched market and recommended innovative channels, advertising platforms, ad formats, and testing strategies to maximize campaign performance.
- Researched and deployed tools to fill the gaps in performance and improve efficiency.
- Performed data-driven campaign optimizations by evaluating various performance metrics/ KPIs.
- Performed post-campaign analysis and made data-driven optimizations to ongoing campaigns.
- Communicated effectively with internal stakeholders, articulating campaign strategies, progress, and results.
- Created and deployed Python script to analyze BigCommerce sales data from a CSV file and generate detailed sales reports in accordance with business goals.

E-commerce & Social Media Coordinator

Starmicro Inc. • Fremont, USA

10/2014 - 08/2018

- Handled escalations and resolved customer complaints regarding sales and service.
- Utilized various web analytics tools to track and measure performance, sustain sales growth, and improve retention and conversion rates.
- Successfully fulfilled given targets within short periods of time, making sure they fulfil long-term goals.
- Made periodic changes to the store website's WordPress theme.
- Devised updates to the company's online presence, including the main business website.
- Designed and created content for social media presence and advertising.
- Created social media and search ad campaigns for e-commerce products.
- Conducted rigorous market and product research.
- Performed post campaign analysis to assess the success of advertising campaigns and present insights.

Inventory Control

Starmicro Inc. • Fremont, USA

08/2013 - 09/2014

- Managed product inventory of over 15000 items.
- Worked across various e-commerce platforms like BigCommerce, Amazon, eBay, NewEgg, and Walmart.
- Remotely prepared shipping labels for daily orders

Education

Bachelor of Engineering – Information Technology

Rayat Institute of Engineering & Information Technology (Punjab Technical University) • Punjab, India

2006 – 2010