

# KRISHNA DUBEY

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## SUMMARY

Experienced eCommerce and finance professional with 4+ years in account management, financial optimization, and strategic growth. Skilled in driving revenue, streamlining operations, and building strong client relationships through data insights and impactful campaigns. Ready to leverage strategic expertise for measurable results and business success.

## EDUCATION

<b>Bachelor of Commerce in Taxation</b> Aug 2020 - Aug 2023 Devi Ahilya Vishwavidyalaya, Indore CGPA: <b>6.6</b>	<b>12th - Commerce</b> Aug 2019 - Aug 2020 St. Jones Schoool, Khandwa Percentage: <b>72.4%</b>	<b>10th</b> Aug 2017 - Aug 2018 Scholar Den School, Khandwa Percentage: <b>77.6%</b>
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## WORK EXPERIENCE

- E-Commerce Manager | Apro Store

Sept 2024 - Present

  - Account Management & Dashboard Operations:** Managed Amazon and Flipkart dashboards for listings, inventory, pricing, and orders, enhancing operational efficiency and accuracy.
  - Advertising, Catalog Optimization & Market Research:** Boosted visibility by 40% through ad campaigns, optimized listings for a 20% increase in conversions, and conducted research to keep strategies competitive.
  - Client Relations & Performance Analysis:** Maintained a 95% client retention rate with strong relationship management and improved ROI by analyzing and optimizing key performance metrics.
- E-commerce Manager | Believer Solutions

June 2024 – Sept 2024

  - Account Management:** Managed Amazon seller accounts, utilizing account management, strategic planning, and client relationship skills to achieve a **40%** sales increase and top performer status.
  - Listing Optimization:** Enhanced product listings using SEO techniques, keyword research, and content optimization to improve organic ranking and conversion rates.
  - Inventory & Fulfillment:** Coordinated inventory and order fulfillment with supply chain management and logistics skills to ensure optimal stock levels and timely delivery.
- E-commerce Manager| Shopkye: Dressing store

Mar 2020 - June 2022

  - Website Administration:** Managed Shopify e-commerce site & Amazon seller account, handling product management, order processing, and billing with technical skills in web development.
  - Performance Optimization:** Improved site security and performance through plugin implementation and performance optimization techniques.
  - Feature Implementation:** Integrated new features, resulting in a **20%** increase in online sales, using skills in web development and user experience enhancement.

## SKILLS

- Tally Software:** Intermediate level proficiency, (accounting, financial management, taxation, reporting), Payroll management, Vendor management, Customer billing.
- Shopify Administration:** Intermediate level proficiency, product management, pricing updates, order processing, and security optimization
- Account Management & Digital Marketing:** Expertise in seller account management, listing optimization, cataloguing sales and data analysis, campaign creation and management, ROI optimization, and inventory management.
- Interpersonal Skills:** Communication, strategic planning, team leadership, and client relationship management.