

CURRICULUM VITAE

KAVITHA V.B

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Current Address: No.34 Gandhinagar , Kanakapura main road, Kaggalipura post, Bangalore. 560 082.

Career Objective:

- To hold a mark for myself in the E-Commerce industry
- Willing to work with full dedication and honesty as my first priority

Professional Experience:

Working at Paper Design Company Pvt Ltd. (paperdesignco.com) as Magento Administrator and Operation manager (Jan 2017 to present)

Company Profile: Paperdesignco.com is an online store for personalised stationery. The main categories are notebooks, notepads, journals, thank you cards, personal calling cards, greeting cards (print and digital).

Experience: 2.6yr

Summary of role:

- Generate and update website content (products, product descriptions, search tags, content, promotions)
- Implement website changes and functional improvements
- Maintain and update the Magento admin backend system for the PDC Website
- Reporting - Completion of Sales, Orders, Inventory, Billing, Invoices and other Magento reports
- Assist in day-to-day operational activities
- Online and Bulk order fulfilment
- Experience of stock management
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Detailed responsibilities:

Website

- Update/upload, design files, clip-arts, fonts, product information, SKU's, product catalogue details/descriptions and content on the Magento Admin
- Update content managed areas (copy & design artwork)
- Manage website configuration & parameters (e.g. upload products, data entry of product details, tags, stock management, check for accuracy of uploaded fields)
- Investigate and report any operational/technical issues arising
- Scope and document ongoing website functional projects /improvements

- Test and deploy functional projects /improvements
- Conduct Quality check process and Magento Admin updating as per Quality Check process flow
- Liaise with Team and other internal resources regarding the day to day management of the Magento Admin and website
- Coupon code creation
- Monthly management reports
- QA testing - Direction, Feedback, Troubleshooting, Raise Issues
- Update the 'Special Offers' page every month
- Work with Online Marketing & Analytics team to enhance the online website and increase revenue and profitability

Operations

- Managed ecommerce accounts Amazon.in, Jaypore.com, Propshop24.com. Responsible for order entry, packaging and shipment
- Oversaw activities directly related to picking, packaging and shipment of online and bulk orders
- Vendor management (Courier partner and Printer)
- Online order fulfilment (Print Invoice from Magento, Generate Shipment Label & Upload Soft Data on courier portal, Update AWB and send Shipment Email to customer)
- Shipment tracking follow ups - Receive & Make Calls/Receive & Send Emails – courier partner
- QC - Product quality check and Name /Customisation check when pick up is completed
- Monthly vendor invoices check (compare against invoices, list issues, obtain invoices, reconciliation, request to release payment, final payment)
- Bulk Order - End to End (Sending order mail to printer, coordination with pickup, quality check, coordination of packing, logistics, dispatch and final delivery, invoices, payment)
- Stock inventory management of non personalised products
- Monthly vendor reports (Revenue and expenditure comparison reports)
- HR/Admin/Accounts coordination - vendors, payments, office supplies, repairs
- HDFC PAYU/PAYTM Reports & Coordination/Escalations, Refunds

Worked at Touchstone Enterprises Pvt Ltd (offineeds.com and giftwrapped.in) as Associate Software engineer (Dec 2012 to Feb 2016)

Company Profile: OffiNeeds.com and Giftwrapped.in is committed to Simplifying Work, Everyday.

And offer the widest range of products under 4 broad categories: **Stationery, Corporate Gifts, IT Consumables and Housekeeping Materials.**

Experience: 3.2yr

Summary of role:

- Generating and update website content (products, content, promotions)
- Working with agencies to build traffic & sales via the website (Email marketing provider, e-commerce provider, etc)
- Plan, define and implement website changes and functional improvements
- Maintain and update the online marketing plan for the website
- Monitor key performance indicators on the website and develop plans to improve them

Key Experience:

- Understanding of the disciplines required to drive traffic to retail websites (email marketing, SEO, offline marketing and affiliate programmes, etc)
- Order management/customer fulfilment in an e-commerce context
- Experienced using packages like Excel
- Computer literate and understanding of basic web technologies (FTP, browsers, basic HTML, data files)
- Familiar with data management
- Experienced on website or e-commerce CMS(**Magento, Opencart and Drupal**)
- Knowledge of Google products such as Webmaster Tools & Analytics
- Knowledge of Email marketing such as Mailchimp and Leadsquared
- Experience of Magento for past 2yr
- Troubleshooting, MIS report and maintenance of customer relationship management (Zoho CRM)

Detailed responsibilities:

Website

- Update product information and content on the website
- Manage website configuration & parameters (eg payment options, stock management)
- Investigate and report any operational/technical issues arising
- Scope and document on going website functional projects /improvements
- Test and deploy functional projects /improvements
- Liaise with e-commerce agency regarding the day to day management of the website
- Liaise with internal resources regarding the day to day management of the website
- Evaluate approaches & strategies to improve website sales conversions & customer engagement
- Evaluation of new applications like Web POS, Affiliate plus and inventory

Marketing

- Understand and develop sources of traffic: email, SEO, PPC, affiliates, social media, catalogues etc
- Liaise with agencies or in-house teams to implement and support campaigns
- Investigate, evaluate and assess new ways of generating additional traffic/orders
- Produce reports to analyse the performance of all online marketing campaigns and promotions (via reports, analytics, surveys etc)

SKILLS AND STRENGTHS

- **Hard Working:** Never compromise in the job undertaken, put all my efforts and complete it.
- **Planning:** Always plan things in advance and like to do on a priority basis.
- **Presentation Skills:** Have a good understanding of how to present website to the customer.
- **Patience:** I believe in myself and wait for the right opportunity.
- **Problem Solving:** No matter how big the problem is, I always focus on the solution and most of the times.I successfully overcomes it.

ACADEMIC QUALIFICATION

Course	Name of the institution	Percentage of marks	Year of passing
B.E (Electronics and communication)	GEC Kushalnagar,	64.44	2008-2012
P.U.C	Kannada bharathi college,kushalnagar	65.83	2008
S.S.L.C	Shanthinikethan school,kodagarahalli	72	2006

TECHNICAL SKILLS

- HTML.
- CSS.
- Basics of PHP.
- Basics of JavaScript.
- Photoshop.
- M.S Office.
- CRM (Customer Relation Management).
- C language.

PERSONAL INFORMATION

Husband Name: Mohan S

Date of Birth: 01-01-1991

Marital Status:Married

Nationality: Indian

Religion: Hindu

Languages known: English, Kannada and Hindi – speaking, reading and writing.

[I hereby declare that the Information furnished by me is correct and in the best of my knowledge]

Kavitha V.B