Pranjal Pareta

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SUMMARY

Results-oriented professional with experience in e-commerce operations, backend development, and technical content strategy. Proven ability to manage multi-platform marketplaces, streamline workflows through automation, and deliver efficient B2B and B2C order fulfillment. Strong technical background with hands-on experience in APIs, cloud tools, and scalable systems.

EXPERIENCE

Ekatra Handmade   Jun 2025 – Present
E-commerce Manager

- Managed and optimized Shopify store operations, including product uploads, pricing, collections, and storefront hygiene.
- Implemented automation workflows for order processing and customer communication to improve efficiency.
- Handled product listings and catalog onboarding across marketplaces including Myntra, IGP, FNP, Okhai, Zwende, Purple Pony, GEM, Mystore, and others.
- Oversaw end-to-end B2B and B2C order fulfillment, ensuring timely dispatch and accurate delivery coordination.
- Managed inventory tracking and cross-platform stock reconciliation to prevent discrepancies.
- Handled customer support operations, escalations, returns, and resolution management.
- Supported B2B gifting and bulk order coordination, including catalog sharing and delivery follow-ups.

Zomak Solutions   Mar 2024 – June 2025
Technical Content Strategist

- Led a team of 4 technical content writers, improving content delivery efficiency by 30%.
- Developed documentation strategies that reduced client onboarding time by 20%.
- Conducted training sessions to improve content quality by 40%.
- Introduced performance metrics, improving workflow efficiency by 25%.

Alcotech   Oct 2023 – Mar 2024
Backend Developer

- Developed a YouTube API-based content filtering system, improving search efficiency by 40%.
- Architected secure authentication mechanisms, reducing unauthorized access by 60%.
- Built CRUD-based applications with file upload and optimized pagination, improving performance by 35%.

PROJECTS

Driver Drowsiness Detection System
Python, OpenCV, Twilio API

- Engineered a real-time driver drowsiness detection system using computer vision techniques.
- Integrated Twilio API for instant SMS alerts, reducing incident response time by 40 minutes.
- Deployed machine learning models achieving 90% detection accuracy.

SKILLS

E-commerce: Shopify, Multi-Marketplace Management, Product Listing, Inventory Management, Order Fulfillment, B2B & B2C Operations
Marketplaces: Myntra, IGP, FNP, Okhai, Zwende, Purple Pony, GEM, Mystore
Automation & Ops: Workflow Automation, Order Processing Automation, Backend Operations, Process Optimization
Technical: JavaScript, HTML, AWS, Git, Liquid
Customer & Stakeholder: Customer Support, Escalation Handling, Vendor Coordination, Logistics Management

EDUCATION

University of Kota 2023
Master of Computer Application

University of Kota 2021
Bachelor of Computer Application

CERTIFICATIONS & TRAINING

University of Kota
Problem Solving & Programming in Python, Website Designing

Anudeep Foundation
AWS re/Start Training Program