### OBJECTIVE

Looking for a challenging Position of Ecommerce Team Lead where I can make effective use of Ecommerce skills for the growth of the organization.

**PROFILE SUMMARY**

* Multiple Successful Digital Media Campaigns to achieve pre-set goals in terms of increasing reach, visibility and traffic.
* Formulating Marketing Strategies for developing the desired Brand Positioning in the market to match Company goals.
* Metric Driven Decision Making by deriving insights sales data, website metrics, consumer research and competitive intelligence.
* Revamp of old website and Development to integrate social media platforms develop a brand community.
* Vendor Management and handling media agencies to develop an e-commerce portal, creative and adverts.
* Flexible offerings, Negotiations, Deal closure, maintaining profitability in each deal.
* Leading initiative to explore business opportunities with different international locations & foreign client.
* Achieved Monthly Revenue & Distribution Targets, implemented schemes to increase penetration and offtake.
* Setting up SOPs for daily activities and customer interactions to maintain high customer service standards.
* Coordination with Cross Functional teams to create accurate sales and forecast inventory.

### EMPLOYMENT EXPERIENCE

***E-Commerce Team Lead*** Nov 2017 – Present

***An & Associates*** .

* Marketplace integration and execution of a brand store with all major Marketplace such as Amazon.ca, Amazon.com, Amazon.uk, Walmart.ca, Walmart.com, Zulily, Jane, Fair, Tundra, Groupon, Wagjag, 1sale, e-bay, BestBuy, Overstock, Shop.ca, Newegg, Oberlo.
* Develop and execute the web merchandising program to promote key categories and products: create cross-sell opportunities and featured products, execute theme-based seasonal and personalized promotional offers.
* Collaboration with cross functional partners such as seller support team, Marketing team, procurement team and supply chain team to review, add new and modify products such as product creation and key content, images, categorization, pricing etc. for all digital products.
* Optimizing the shopping experience by utilizing sales data, website metrics, consumer research and competitive intelligence to facilitate the purchase of products, boost sales and maximize profitability.
* Formulating 360 approach Marketing Strategies for developing the desired Brand Positioning in the market to match Company goals.
* Responsible and reporting KPI and analytics tactic across all marketplaces.
* Liaison with warehouse stock replenishment team and logistics team for efficiency to cope with seasonal traffic increases.
* Manage and optimizing SEO and SEM to boost and gain customer visibility of products.
* Set up and run campaigns like deal of the day, best deals, lightning deals, coupons based on unit’s availability in the distribution centre and based on current/future seasons, holidays, sale events to maximize sales and reduce storage Inventory costs. Adjusting the bids and budgets.
* Involved in elaboration of E-business plans from the discovery phase to the final delivery.
* Achieved and exceeded 2020 sales target, resulting in net revenue of $1.82M.
* Execute SEM campaigns on the marketplace with a budget of $20 with 9.77% Spend/GMV.
* Evaluating and analyzing profit summary on a monthly basis to ensure a 30% margin is met.

***Marketplace associate*** Oct 2016–Sept 2017

***Search Results Media***

* Studying the current market trend and responsible for identifying, planning and reviewing new product and new vendors for company website and marketplace listings.
* Product listing and optimization including keyword research and engaging ad copy for e-commerce sites (Groupon, eBay, Shopify, Walmart).
* Providing ongoing support and direction to vendor regarding dropship and marketplaces.
* Manage weekly meeting with marketing team, logistics team and warehouse team for the product review.
* Liaison with vendor and cross functional team for create, proofing and execute advertising templates.
* Responsible for communicating with customer and vendor through phone, email (on Zendesk portal) for any queries also provided customer service to Groupon / eBay. Walmart.
* Process daily orders through Shipstation and ensure their delivery are scheduled through DHL, USPS, UPS and Canada Post.
* Reporting Financial KPIs for the daily sales report.

### EDUCATION

**COMPUTER SYSTEMS TECHNICIAN – SOFTWARE ENGINEERING**

***Sheridan College, Brampton, Ontario*** Jan 2014 -Aug 2016.

**BACHELOR OF COMPUTER APPLECATIONS**

***H.L.I.C.A, Ahmedabad, Gujarat, India*** Jul 2010 – Apr 2013.

**Skills and Tools**

* Microsoft Office Suite (Excel, Access, Word and PowerPoint)
* Online Marketplace (Amazon, eBay, Walmart, Groupon, eBay)
* Expertise Shopify E-Commerce platform and Shipper Portal: Ship station
* Proficient in Adobe Photoshop