# Curriculum Vitae of *PROLOY DAS*

**PERMANENT ADDRESS:** D/11- Baghajatin Pally, P.O. – Jadavpur, Kolkata - 700032. West Bengal.

**PRESENT ADDRESS:** RZ – F1 / 7, Street No. 1, Mahavir Enclave, New Delhi – 110045. India

**MOBILE:** +91 – 8777738641 / 8800989027

**E-MAIL:** [proloy\_das2006@yahoo.co.in](mailto:proloy_das2006@yahoo.co.in) , proloy.das2106@gmail.com

**LINKEDIN:**  <https://www.linkedin.com/in/proloy-das-84dob2106/>

**CAREER HIGHLIGHTS:**

A dynamic, results-driven manager with 11+ years of progressive experience in **Vendor Management**, **Market Research**, **Demand Planning**, **Sourcing** & **Procurement**, **Inventory Planning** & **Management**, **Catalog Management**, **Category Management**, **Order Management**, **Customer Feedback Management** and formulating complete **Digital** **Marketing** Strategies, leveraging skills and business acumen to drive business growth, minimize risk and assure profitability.

An astute analyst, strategic thinker and problem solver, having an exclusive combination of **experiences of working with both the selling platforms and the sellers**, performing in diverse roles and responsibilities, thus acquiring profuse knowledge in the field of online retail.

Being the **DGM** in Oriental Exports International Pvt. Ltd., a start-up in e-commerce, head the online business for its own private labelled brand “**Ubesto”** in **USA** and **UK** markets. Also, responsible for **Product Research**, **Market Analysis**, **Planning** and **PnL Computation**, overseeing **Catalog Management**, **Online Marketing**, and controlling **Order** & **Inventory Management Teams** from the warehouses at different locales.

Joined Benzara.inc, a US based e-retailer, to lead the operations from India. Job responsibilities included both Process and Product Development, overseeing Procurement & Sourcing, Catalog management, and Vendor management, Order & Inventory Management, Marketing and Customer Service.

Worked for the world’s biggest e-commerce giant, **Amazon.com** in diverse roles for more than 3 years with multiple categories for both **USA** & **UK** market. Was responsible for Vendor and Catalog Management and Process Development. Received special accolades for astounding contribution towards process development and business growth.



**WORK EXPERIENCE:**

***ORIENTAL EXPORTS INTERNATIONAL PVT. LTD. (24.07.2015 – Until today):***

**Designation: Deputy General Manager, E-Commerce (01.06.2016 – till date)**

* Primary responsibilities include **Procurement** & **Vendor Management, Marketing** and **Inventory Management**
* Other responsibilities include market research & planning, price determination, negotiating with vendors, looking after catalog quality, Pnl computation, setting up order quantity for product purchases and analyzing feedbacks.
* Launched private labelled products in **Houseware**, **Home Décor, Kitchenware, Bar Tools** and **Sports & Toys** categories in **USA** and **UK** markets through online portals like **Amazon**, **eBay**, **Overstock**, etc. and recently in India through **Amazon,** **FirstCry**, **Flipkart**, etc.
* Formulate both **ATL** and mostly **BTL** marketing strategies through different online platforms; building brand awareness through various channels, running varied campaigns, looking into **SEO, SEM, SMM**, etc.
* Thoughtfully implemented unique **Go-to-Market** plans to gain more online visibility
* Maintain a healthy list of vendors, shippers, warehouse contacts from China, India, USA and UK
* Determine the product packaging and box designs for different products
* Set parameters for quality control team to determine the quality of final products before selling
* Coordinate daily with warehouse teams from both USA and UK to keep track of day-to-day change in inventory and timely shipment of orders
* Coordinated in Company incorporation in the name of Ubesto Living General Trading Limited in UK, VAT Registration, Barcode Registration and acquiring Import/ Export Licenses; even designed the Brand Logo
* Look after the Accounts team to maintain daily transaction records and for PnL computation

**Designation: E-Commerce Manager (24.07.2015 – 31.05.2016)**

* Was responsible for market analysis and product research
* Chalked out business strategies and budgets to implement effective utilization of funds
* Contacted different manufacturers from India, China, Nepal, etc. to find out the best possible product sources
* Got promoted to DGM post based on performance

***BENZARA INC. (15.10.2014 – 22.07.2015):***

**Designation: E-Commerce Manager**

* Joined as an E-Commerce manager for **Home Décor** Category
* Introduced **Furniture, Garden and Patio, Lighting, Kitchen and Houseware, Pets, HPC, Apparels, Shoes, Rugs, Bed & Linen** (in-house production)product categories for the Company; Expanded the variety of products from **22k to over 48k, increasing the annual turn-over significantly.**
* Was responsible for product research, market analysis on various online portals, like, **AMAZON, EBAY, OVERSTOCK, TARGET, WALMART, HOUZZ**, etc.
* Coordinated with Vendor Management Team to select vendors
* Analyzing market competition in the US locale and setting up competitive price for items
* Kept track of vendor’s performance in terms of drop-shipment in time and quality of products, and provided feedback to them on their weekly performances.
* Supervised Order management team for timely dispatch of daily orders
* Liaised with each warehouses for maintaining a daily count of stock
* Handled a team of 14 members; Training the team members; Setting KRA’s and goals; Keeping track of their productivity; Providing feedbacks to the associates based on their performance; Updating the higher management about the team’s performance weekly.

***AMAZON DEVELOPMENT CENTRE, INDIA (11.07.2011 – 09.10.2014):***

**Designation*:* Catalogue Associate, English**

* Handled the item set-up process in different categories, like, **Beauty, Health & Personal Care items, Grocery** and **other consumables**, **Consumer electronics, Personal Computers, Office Products, Apparels, Shoes, Sporting goods, Housewares & Home Decor, etc.** on Amazon Website for both **USA** and **UK** market
* Independently resolved all sorts of issues related to the set-up process.
* Testing templates for item submission; creating macros
* Making any changes to the data for any item on the website, updating the catalogue
* Contributed to the testing and development of creating variations in the UK locale
* Contacted new vendors and manufacturers to increase the volume of business in different categories
* Regulating pricing attributes and checking order quantities from vendors
* Addressing vendor queries; training vendors on different tools
* Confirming the storage and transportation of Hazardous items and normal items.
* Handled a team of 11 new recruits, creating SOP for the team, training them and setting up targets for the team members, stack rankings and providing feedbacks to the associates, creating reports on their performances and projecting to senior management, design and plan new modules to drive better output from the team.
* Trained the trainers of the 1st operations team in Bangalore, creating modules and SOP’s

***SUTHERLAND GLOBAL SERVICES (30.12.2009 – 08.07.2011):***

**Designation: L2 Technical Consultant**

* Provided higher level of technical support for all types of Dell Computers and accessories
* Trained and provided support to a team of 21 with all technical issues
* Generated sales by up-selling different Dell products

***WIPRO (30.10.2008 – 26.12.2009):***

**Designation: Senior Technical Support Associate (31.10.2009 – 26.12.2009)**

* Got promoted as a Senior Technical Associate in a year and trained a team of 12

**Designation:Technical Support Associate (30.10.2008 – 31.10.2009)**

* Troubleshot on computer hardware and OS related issues for HP laptops
* Contributed in generating sales by up-selling different HP products



**EDUCATIONAL QUALIFICATIONS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Examination Passed** | **Name**  **Of The Board** | **Name**  **Of The Institution** | **Passing Year** | **Major Subject(s)** |
| Pursuing | SMUDE | Sikkim Manipal University for Distance Education | 2021 | Marketing |
| Dip. IT | National Institute of Information Technology | National Institute of Information Technology | 2008 | Diploma in Technology with specialization in Oracle 9i |
| B.Sc. | University Of Calcutta | Rama Krishna Mission Residential College, Narendrapur | 2007 | Economics |
| Higher Secondary  (10 + 2) | West Bengal Council of Higher Secondary Education | Kalidhan Institution | 2003 | Economics, Statistics, Mathematics and Computer Applications |
| 10th Standard | West Bengal Board of Secondary Education | Nava Nalanda High School | 2001 | Science, Arts, Commerce |



##### ACHIEVEMENTS:

##### Ranked Employee of the Quarter in Q3 ’14 at Amazon

##### Achieved special accolade for outstanding performance and lasting contributions to the retail business of Amazon in December 2013

##### Ranked as the top performer in both resolution and sales on the first month of joining in Sutherland and then multiple times later on

##### Ranked as the top performer of the month twice in Wipro

##### Achieved ‘The Nalanda Scholarship’ for a commendable performance in Secondary Board Examination.



##### EXTRA CURRICULUM ACTIVITIES:

##### Introduced various outdoor games in OSE to improve co-ordination among different teams

##### Started Table Tennis, carom, badminton and fuss-ball as a part of stress management at Amazon

##### Listening to music and singing are among my hobbies; Completed BME till 4th year in music; Played-back for one of the regional movies



##### PERSONAL DETAILS:

DATE OF BIRTH: **June 21, 1984.**

FATHER’S NAME: **Prabir Kr. Das**

SEX: **Male**

NATIONALITY: **Indian**

RELIGION: **Hindu**

MARITAL STATUS: **Married**



**DATE: 31.08.2020 PROLOY DAS**

**DECLARATION:**  *All the above-furnished information is authentic and true to my knowledge.*