

Vikram Singh

CSPO® | SFCC® Certified |
Ecommerce Consultant | Product
Owner | Digital Transformation

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Profiles

[in vikramsinghmaen](#)

Skills

Scrum Framework



Ecommerce Strategy



Product Positioning and Merchandising



Digital Advertising



Search Engine Optimization (SEO) for Ecommerce



Conversion Rate Optimization (CRO)



Email Marketing for Ecommerce



Social Media Management for Ecommerce



Customer Relationship Management (CRM)



Data Analytics



Mobile Ecommerce



Content Marketing for Ecommerce



Project Management



Team Management



Agile Methods



With over 6 years of expertise in IT and E-commerce project management, I excel in designing and implementing strategic initiatives. Skilled in optimizing e-commerce platforms through collaborative stakeholder engagement, I manage daily operations, enhance digital experiences, and drive targeted marketing campaigns. Proficient in Salesforce Commerce, Marketing, CRM, and Channel Engagement, I leverage technical prowess to deliver innovative solutions and inspire cross-functional teams to achieve business goals.

Experience

Trident India

May 2019 - March 2023

Product Owner (E-commerce)

Ludhiana

🔗 <https://www.tridentindia.com/>

- Led execution of the firm's highest-priority project, [myTrident.com](#), for a Home Decor and Textile manufacturing firm with 10000+ employees and ~\$7 million in revenues.
- Collaborated with multiple stakeholders to fulfill web development requests, ensuring alignment with business objectives.
- Managed daily operations of company websites, including product listings, creation of landing pages, and merchandising offers.
- Coordinated with internal and external teams on e-commerce projects for iSTYLE MENA, ensuring timely delivery and quality execution.
- Enhanced and expanded features of the company's e-commerce website by collaborating closely with third-party developers.
- Oversaw e-commerce functions such as conversion optimization, lead generation support, SEO coordination, and enhancement of digital customer journey.
- Orchestrated site promotions, email newsletters, WhatsApp marketing, and other online outreach campaigns to drive engagement and sales.
- Liaised with external agencies, web designers, marketing teams, and stakeholders as needed to support business objectives.
- Conducted customer database segmentation and executed targeted marketing campaigns to optimize customer engagement and retention.
- Provided support to the customer service team regarding online sales inquiries and promotional activities.

RB Webtel Pvt. Ltd.

March 2017 - October 2018

Ecommerce Consultant

Ludhiana

- Led end-to-end technical consulting engagements, estimating workloads, setting developer schedules, and monitoring project progress.
- Managed cross-functional communications, cataloguing, prioritizing, and activating complex and strategic projects.
- Worked on internal software development and IT projects, utilizing cloud storage solutions like SharePoint and OneDrive.

Certifications

Certified Scrum Product Owner (CSPO)
Scrum Alliance
Feb 2023

Certified Salesforce Commerce Cloud Consultant
Salesforce
Sep 2022
[Verify](#)

Google Analytics
Great Learning
[Verify](#)

Microsoft Technology Associate in Web Development
Microsoft

Microsoft Certified in Asp.Net with C#
Shreyanshi Consultancy

AEGIS Certified in Android Development
AEGIS

Interests

Music

Food

Photography

Research

Awards

2nd in Photography Championship
Lovely Professional University

1st in Throwball Championship
Open Punjab Throwball Federation

Languages

English
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Hindi
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Punjabi
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Experience

Information Technology Design Crew (ITDC) Apr 2016 - Nov 2016
Senior Web Designer and Developer Jalandhar

- Developed and presented findings and solutions to audiences including senior executives and stakeholders
- Provided effective troubleshooting and remediation for web applications
- Worked on internal and external projects with great care

Projects

Senior Project Manager Mar 2021 - Mar 2023
<https://www.mytrident.com>

- Successfully led the development of [mytrident.com](https://www.mytrident.com), an eCommerce website, as a Technical Project Manager.
- Translated client requirements into a comprehensive SOW, designed the user interface, integrated payment gateways, and implemented security measures.
- Managed project timeline, budget, and resources, exceeding client expectations.

Project Manager Mar 2021 - Aug 2021
<https://www.tridentindia.com>

- Led the development of [tridentindia.com](https://www.tridentindia.com), an enterprise corporate website, as a Technical Project Manager.
- Translated client requirements into a fully functional website ecosystem, optimized for user-friendliness, security, and search engine optimization.
- Established a support team for post-launch maintenance and ensured successful website operations.

Education

Lovely Professional University Aug 2013 - Aug 2016
B.Sc. IT Graduation