

☐ SALES & MARKETING STRATEGIST  
 ☐ E-COMMERCE SPECIALIST  
 ☐ BUSINESS GROWTH & DEVELOPMENT PROFESSIONAL

*~ offering 04+ years of remarkable services in industry*

Highly experienced and innovative Professional with 05+ years of experience in Ecommerce & Retail industry. Goal-driven with expertise in diverse experience in implementation and streamlining e-commerce operations; driving unprecedented business growth in challenging cross-cultural environments. Ambitious E-Commerce Brand Management specialist seeking a role in supporting the development, operations, and management of a corporate Retail program.

## BRANDS ASSOCIATED WITH



## PROFILE SYNOPSIS

- Seasoned and versatile management professional with cross-functional experience across highly reputed business establishments, specialized skills in: **Sustainable Business Growth, Commercial Strategies & Tactical Business Planning/Strategy, Marketing Strategies, Market & Trends Analysis, Operations, Public Relations, Key Accounts Management, Revenue Enhancement, Client Relationship Management, Profit Centre Operations, Commercial Sales Operations, Sales Promotion, Cluster Management, Liaison & Coordination and Team Management.**
- Possess insightful exposure in the area of Marketing Communication such as Conceptualization & Execution Of Promotional, Branding, Marketing, and Product Launching Strategies with excellent understanding of Business Dynamics & updated market knowledge combined with creative & strategic outlook.
- Fast track professional; skilled in developing innovative business development & marketing strategies and focusing on relevant growth engines thereby deliver 360-degree brand communication.
- Outstanding instructional, interpersonal and business/communication skills with the experience required to remain highly focused on achieving bottom line results while formulating advanced business/marketing solutions. Skilled in creating a highly dynamic work environment that facilitates innovation and continuous improvement.
- An assertive and tactful people manager coupled with strong leadership traits and behavioral management skills; excellent ability to coordinate with different people at one time under difficult situations and bring out the best in others while creating a healthy and friendly work environment, thus enhancing operational efficiency.
- Possesses sound business acumen in developing new business and revenue streams, customer-value maximization, customer-need identification, and preemptive business response to competitor strategy with proven management skills, budgeting and marketing new business development skills.

## CORE COMPETENCIES



## PROFILE ABRIDGEMENT

**The Indus Valley; Chennai**  
**Manager – E-Commerce**

**Jul'2021 – Present**

- Formulate business strategies by assessing consumer, channel, competition, key accounts, external factors, etc. and setting direction for each crucial area such as Channel strategy, Key account strategies, GTM, Category strategy, Product portfolio Mix, New product development, Marketing Investments, Pricing and margins, Consumer value Propositions, etc.
- Analyze Amazon ASIN level data (sales, conversion rate, page views, costs, etc.) to determine why certain products are trending up or down, clearly articulate observations and purpose strategies to troubleshoot problems
- Produce daily, weekly, and monthly reporting for all products, coordinating with our finance team to ensure we are showing an accurate P&L
- Monitor market trends, research consumer markets, and competitor activities

- Product research in terms of market size, competitor analysis, inventory requirement, pricing for a new product launch or study market
- Responsible for managing the Amazon Advertisement and PPC optimizing performance and reporting
- Create the merchandising strategy to ensure key products are featured prominently, and cross-sell and up-sell opportunities are maximized
- Planning, creating, updating, and monitoring the catalogue on various online platforms
- Updating and maintaining company's internal software
- Plan and monitor the ongoing company presence on social media
- Having first-hand working experience with online marketplaces like Amazon, Flipkart etc.
- To create and manage promotions and offers
- Acquire insight in online marketing trends and keep strategies up-to-date
- Must have a keen sense of brand management
- Co-ordination with accounts manager and various other stakeholders on daily basis
- Having Strong expertise in product listing
- Multiple marketplace site operation Myntra, Flipkart, Amazon, etc.
- New brand or category launch on marketplaces
- Revenue generation and annual budget, P&L top-line bottom-line marketing spend, product plan based on targets, fashion forecast, trends, and demand
- Workout monthly targets, weekly targets and Promo base targets
- Relationship management with E-Tailers
- Business terms, commercial, contracts, revisions with E-Tailers
- Managing and monitoring over all the functions of retailers and build maintain, train, and motivate the team members doing these various functions, products, catalogue, photoshoots/listing, warehouse management, coordination with account, finance or agencies involved and maintain or improve level of end-to-end customer satisfaction
- Working experience of own website for digital promotions and improvement of website
- System development internally SOP changes and implementation by multisite operations by E-Tailers from time to time
- Working with designers, product person for any new products performing on E-Com or in demand over and above feedback and coordination for season merchandising plan and pre booking
- Rising cost to MRP multiplier discounts promo offer working from time to time to meet a St realization and PL
- Inventor the management liquidation plan of law or non-moving or any other stock products
- Proactively contribution to the formulation and direction of sales strategy, implement project and trials for the area.
- Support customer service activity and staff competence to optimize and sustain sales performance and customer satisfaction.
- Effectively managing the allocated budget in order to affect profitable performance for the area
- Collect, capture and convey feedback to HO on all aspects of the business (including product quality, pricing, packing, new product ideas, supply situations, competition activities, schemes, etc.) across channel, users, influencers, field employees
- Full ownership and championing of all Systems, Processes, Policies and Business ensuring adherence

#### **Netmeds.com**

**2020 – 2021**

##### **Assistant Manager – Merchandizing & Category Management**

- Improve the customer experience, drive efficiencies for businesses, and deliver quality products and services that generate profits
- Products into a singular category, or business unit, and then addressing procurement, merchandising, sales, and other retail efforts on the category as a whole
- Create category for the consumer and remove inefficiencies and unprofitable competition among brands and suppliers within a category
- Responsible for the pricing and overall promotion of a product category to maximize consumer appeal. Relationships with vendors and product range management will also be part of your duties
- Attain month on month category targets of sale, profitability, product assortment & hygiene and drive growth in all metrics
- Brand management: brand strategy through consumer offers, product placement, Product development for beauty category and personal care
- Owns on-boarding of product catalogue, category merchandising, seller ads and category marketing
- To drive the pricing, shelving, marketing and promotions of the category's products in order to make them as visible, accessible, and appealing to customers
- Vendor relationship management entailing vendor selection & Onboarding brands & importers, monitor their performance and solve grievances
- Competition mapping and assortment benchmarking for local & imported products
- Focus on purchasing, assortment, visual merchandising, pricing, inventory management, and promotions
- Help retailers lift profits on similar products in multiple ways, including by organizing procurement efforts under a single category instead of by individual brand or supplier

#### **Udaan.com, Chennai**

**2019 – 2020**

##### **Team Lead – Food & FMCG Category**

- Co-ordination between Supplier & Warehouse & Stores/Category & Zonal Officer.
- Handling Purchase orders Follow up with parties and look after material time to time delivered in company, acting as a bridge between the clients and the company for the requirements & problem solving.
- Responsible for the pricing and overall promotion of a product category to maximize consumer appeal. Relationships with vendors and product range management will also be part of your duties
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## Why Global Services, Chennai

2015 - 2017

### Business Development Executive

- Oversee the sales process to attract new clients.
- Work with senior team members to identify and manage risks.
- Maintain fruitful relationships with clients and address their needs effectively.
- Research and identify new market opportunities.
- Prepare and deliver pitches to potential investors.
- Foster a collaborative environment within the organization.

## AWARDS & ACHIEVEMENTS

- Registered track record of success in building FMCG Category from scratch for Udaan.com
- Remarkably on-boarded:
  - 10+ FMCG companies for tie-up with Netmeds.com
  - 15+ FMCG companies in Chennai to Udaan.com
- Made significant contribution in enhancing gross merchandise value by 28%
- Came up with valuable strategies, delivering measurable & value-added results for ensuring achievement of continuous growth in sales volume & market share
- Utilized effective sales methodology for generating new business leads
- Successfully developed 45 new customers, generating 25% of team revenue and developed creative sales tools like presentations, trend reports, kitted assets, and product datasheets
- Attained an enhanced customer satisfaction ratings of 45% through establishment of impactful relationships with customers

## ACADEMIC CREDENTIALS

**2019: PGDM (Marketing & HR);** Thiagarajar School of Management (TSM), Madurai – (5.5 CGPA)

**2014: Bachelor in Technology (Information Technology);** Jaya Engineering College, Chennai (6.12 CGPA)

**IT Skills:** Shopper, Voyager, MS-Office and Internet Applications

## PERSONAL DOSSIER

**Date of Birth:** 18<sup>th</sup> November, 1992

**Languages Known:** English, and Tamil

*~Excellent references shall be furnished upon request~*