

RITU AHMAD

Sr. Ecommerce Manager

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Profile Summary

A passionate professional with 19 years of experience, 12 years experience in the Ecommerce field including Brand Management, Business Development & Book Publishing.

Currently associated with **Disha Publication** (AIETS.Com Private Limited) as Sr.Ecommerce Manager in identifying & exploring new customers & Markets to generate business opportunities.

KEY SKILLS

- Brand Strategy
- Innovation
- Strategic Planning
- Thematic Campaign Development
- New Product Development
- Sales & Distribution
- Pitching Process
- Business Case Development

ORGANIZATIONAL EXPERIENCE

Presently Working as Sr. Ecommerce Manager - Disha Publication

(September'11 till date)

Key Deliverables:

- Merchandising, digital marketing & social media promotions planning & management.
- Creating new business opportunities from new & existing clients
- Understanding the client's requirements & briefing the creative team
- Purchase decision making & Inventory management
- Identifying & Exploring new customers & Markets to generate business opportunities
- Scheme & Commercial negotiation with end Supplier & effective cross category coordination
- Preparing cost sheet & maintain communication between the Client & management by preparing daily, weekly & month-end reports regarding operations & productivity.
- Coordination with more than 20+ online portals like Amazon, Flipkart, Snapdeal, Infibeam, Homeshop 18, Crossword, Landmark, Bookland, Paytm, Repro, Google, Cloudtail & many more to upload our database
- Coordinating with online portals for development & promotion activities
- Share the stock reports of products with all major online portals

- Ensure that all the major online portals have correct & up-to-date information of our products on their websites
- Dispatch section of online portals handled as well
- Schedule & execute email campaigns & also monitor the responses of the campaigns
- Uploading of E-books on google books, amazon kindle, mojoreads, kopykitab etc.
- Print on demand books via Repro India limited.
- Acting versatile to resolve critical issues with client related to forecast capacity & performance.

EMPLOYMENT HISTORY

Nelson Associates

(September 2006 – August 2011)

Worked as a Manager Business Development

With the sound technical knowledge of print & production techniques, sincere efforts & professional performance giving contribution towards company's overall progress.

Karvy Stock Broking Ltd

(March 2004 – August 2006)

Worked as a Sr. Tele Marketing Executive

With technically competent unique business & commercial awareness, enjoyed responsibility & fresh challenges.

Friend Infomatics Centre

(January 2002 – February 2004)

Worked as an Instructor

With the ability to organize & inspire others learn quickly.

Personality

- Maintain a positive, professional attitude with seniors & other colleagues
- Able to work, both independently & in team-oriented environment
- Quick learning ability & punctual
- Sincere, hardworking, Ability to work under pressure
- Meeting the expectations of the organization

PROFESSIONAL QUALIFICATIONS

- Diploma of M.S.Office & D.T.P from Friends Infomatics Centre
- Diploma of Cute Web Sharp from ET&T
- Swift Jyoti Program from NIIT
- Typing in English & Hindi

OTHER SKILLS

Ms-Office, Adobe Photoshop, Adobe Illustrator, Acrobat, Corel Draw, Chem Draw, PDF linking, PDF Conversion to Word, OCR, MathML, Math-Type Equation Editor, ABBYY Fine Reader, Proof Reading, Quality Check, PDF to HTML, InDesign, Web Basics.

ACADEMIC QUALIFICATION

Bachelor Degree in Arts from Delhi University.

PERSONAL DETAILS:

Father's Name	: Mr. Anmol Anand
Date of Birth	: 12 th February 1981
Marital Status	: Married
Languages Known	: English, Hindi & Punjabi
Hobbies	: Immense interest in solving Analytical problems & puzzles & utilizing waste material.
Address	: The View- 205, Al Barsha, Dubai

Place:

(RITU AHMAD)