

## **Samsher Singh**

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Sr. Catalog Specialist with 7 years of work experience, with a demonstrated history of working in the marketing and advertising industry. Skilled in Trend Analysis, Analytical Skills, E-commerce, and Search Engine Marketing (SEM)

### **SKILLS AND COMPETENCIES**

Data Analysis, Business Analytics, Product Management, Project Management, Team Management, Mentoring, Reporting, Digital Marketing, Advertising, Stakeholder Management, Excel

### **PROFESSIONAL EXPERIENCES**

**Amazon** | Sr. Catalog Specialist | Advertisement Operations | Full Time      Nov 2020 - March 2023

- Reviewing the seller listings to check for misclassifications in the catalogue with respect to product type and categorisation.
- Handling all type of products category in Amazon for all locals (US,UK,CA,IN,AE,AU and SG).
- I have worked for Amazon India, where I lead Amazon Private Brands growth for Apparel categories.
- Creating monthly Business report and reviewing it with leadership and giving callouts on highlight and low light of the business for the month
- Forecasting monthly tasks based on the HC available for the month and interacting with Stakeholders to assign tasks as priorities depending on their requests
- Handling T2 level escalation coming from stakeholders and sellers regarding Ad campaigns
- Owing the Redrive project for Sponsored Product Category to reduce escalation and improve customer experience.
- Analyse marketing KPIs like Traffic, Leads, Conversion rates and Sales funnel
- Derive marketing insights and forecast trends through dashboard created on Google Analytics
- Managing a team of 10 members and ensuring the on-time delivery of projects without compromising quality
- Driving automations & process Improvement initiatives to increase team productivity and deliver the project in shorter timelines
- Worked closely with stakeholders from engineering team to improve tracking mechanism, reporting through dashboards
- Performing audits to improve machine model accuracy to enhance tool and system performance
- Collaborating with BA team to develop Quicksight dashboard for metrics reporting and maintaing the backend file
- Led to successful completion of tasks in a timely manner and that meets the SLA established by stakeholders
- Senior associates were instructed be me on how to manage task prioritization and assign tasks to the team

**Amazon** | Catalog Specialist | Advertisement Operations | Full Time Sep 2014 - Oct 2020

- Worked on Sponsored Product relevance with respect to customer's search query and judging the queries on the parameter of Very likely, Not likely and Cannot be judged
- During the Ad Campaign review I highlighted fake products of Nike which was sold by a local seller on Amazon India website
- Investigated and resolved issues to drive better service for customers and employees □ Administering a seller's Ad campaign for the Ad programme while reviewing online content to ensure accurate monitoring of Amazon Ad Policies. Putting a stop to any advertising initiatives that do not follow Amazon's advertising guidelines and educating sellers about those guidelines
- As a part of automation program in the existing process I added contexthelperurls file during batch upload to enable Google search page show up, which helped to reduce errors by 49%
- Worked in collaboration with the quality team to understand the types of errors made by associates and created an action plan to improve the team's quality from 97.5% to 99%
- Managed stakeholder relationships by communicating with them frequently and comprehending their needs

## EDUCATION DETAILS

Master of Computer Application (MCA), from Bangalore University, India 2014.

Bachelor of Computer Application (BCA) from Vinayaka Mission University, Salem, Tamil Nadu, India 2011.

## ACCOMPLISHMENTS & ACHIEVEMENTS

Accredited Certificate for Foundation of Digital Marketing and E-commerce from Coursera July 2023

Completed Google Ads Certificates (Search and Display) Aug 2023