

## JOB OBJECTIVE

Results-oriented e-commerce professional with over 12 years of experience, currently spearheading strategic e-commerce initiatives as a Key Account Manager. Proficient in managing diverse e-commerce channels, including marketplaces and e-grocery platforms. Seeking a senior role to leverage expertise in driving growth and optimizing market presence for FMCG brands in the dynamic e-commerce landscape.

## CORE COMPETENCIES

- Strategic Account Planning
- Relationship Building
- Market Analysis and Insights
- Negotiation and Influencing
- Cross-functional Collaboration
- Revenue Growth and Target Achievement
- Contract Management
- Customer Satisfaction and Retention
- Data-Driven Decision Making
- E-commerce Marketplace Management (Amazon)
- Team Leadership and Development
- Problem Solving and Conflict Resolution

## WORK EXPERIENCE

Currently associated with Radiohead Brands Pvt. Ltd. as Key Account Manager – eCommerce since August 2021.

As the Key Account Manager - E-Commerce at Radiohead Brands Pvt. Ltd., I have been instrumental in overseeing and enhancing the complete e-commerce experience for our brands [Jimmy's Cocktails and HUSTLE] across diverse online channels. My key responsibilities include:

- **Amazon Brand Management:**
  - **Strategic Planning:** Devise and execute holistic strategies to elevate the brand's presence on Amazon, ensuring alignment with overall business objectives.
  - **Listing Optimization:** Implement comprehensive listing optimization strategies, including keyword research, compelling product descriptions, and enhanced brand content to maximize discoverability and conversion rates.
  - **Advertising Campaigns:** Craft and manage effective Amazon PPC campaigns, leveraging deep industry knowledge to optimize ad performance and drive sales growth.
- **Multi-Channel E-Commerce Expertise:**
  - **Marketplace Navigation:** Successfully navigate and manage the brand's presence across various e-commerce channels.
  - **Diverse Platform Mastery:** Oversee operations on multiple e-commerce platforms, ensuring consistent brand representation and a seamless customer experience.
- **Performance Analysis and Improvement:**
  - **Data Analysis:** Meticulously analyse e-commerce metrics and performance data, identifying areas for improvement and implementing strategic solutions to enhance overall performance.
  - **Continuous Improvement:** Proactively seek opportunities for process optimization, ensuring operational efficiency and staying abreast of industry trends to drive continuous improvement.
- **Cross-Functional Collaboration:**
  - **Collaborative Teamwork:** Collaborate seamlessly with cross-functional teams, including Marketing, Sales, and Product teams, to align e-commerce strategies with overall business objectives.

- **Issue Resolution:** Identify and address challenges that may impact the brand's performance on Amazon, fostering a collaborative environment to ensure swift issue resolution.
- **Customer Experience Enhancement:**
  - **Customer-Centric Approach:** Implement strategies to enhance the overall customer experience across platforms, from browsing to post-purchase satisfaction.
  - **Review Management:** Monitor and manage customer reviews, addressing concerns promptly and utilizing feedback to improve product offerings and brand reputation.

#### **Key Accomplishments:**

- Delivered an impressive 15X growth in GMV in the organized trade channel over 20 months.
- Catapulted the brand to become the 2nd largest in the sub-category within 18 months.
- Established a strong presence as one of the largest contributors to the sub-category in e-commerce channels.
- Implemented efficient in-store execution, leading to a strong brand presence and recall.

#### **Worked with Mangalam Organics Ltd. as General Manager – E-Commerce & Modern Trade since Jan 2020 to Aug 2021.**

In my role at Mangalam Organics, I've played a key part in driving growth and visibility for the organization, particularly in the e-grocery sector. My focus has been on scaling e-grocery channels such as Blinkit (formerly Grofers) and Big Basket, along with expanding business with national modern trade chains like Reliance Retail and DMart.

- **E-Grocery Channel Mastery:** Leading our presence on prominent e-grocery channels, I've devised and executed strategies to scale operations on platforms like Blinkit and Big Basket.
- **National Modern Trade Expansion:** Spearheading business expansion with key national modern trade chains, including Reliance Retail and DMart, has contributed to the organization's market presence.

My commitment to excellence extends across various facets of key account management:

- **Strategic Planning:** Devising and executing strategies for scaling operations and market penetration.
- **Relationship Building:** Establishing and nurturing strong relationships with key partners in the e-grocery sector and national modern trade chains.
- **Negotiation Expertise:** Skilfully negotiating terms to align with organizational goals, especially in the dynamic e-grocery landscape.
- **Trade Marketing Prowess:** Crafting effective trade marketing initiatives to enhance brand visibility and drive sales in the e-grocery space.
- **Market Analysis:** Conducting thorough market analysis to understand trends and consumer behaviour specific to the e-grocery sector.
- **Performance Monitoring:** Diligently tracking key performance indicators and proactively implementing corrective measures for sustained growth.
- **Cross-Functional Collaboration:** Orchestrating seamless collaborations with internal teams for the effective execution of strategies in the e-grocery domain.
- **New Product Launches:** Strategically coordinating the introduction of new products, ensuring successful integration into the e-grocery channels.

#### **Earlier Experience:**

- **Senior Executive at Godrej Consumer Products Ltd.** from May 2015 to September 2018
- **Manager-Sales & Marketing at Carmate India Pvt. Ltd.** from July 2013 to April 2015
- **Manager- Key Accounts at Methods Automotive Pvt. Ltd.** Bangalore from June 2011 to July 2013

## ACCOLADES

- Employee of the Quarter for 2 consecutive quarterly R&Rs at Radiohead Brands for the growth delivered in the e-commerce channels. 1 time for individually contributing 55% of the company's turnover in a quarter. 1 time for delivering 7X growth Q-O-Q.
- Recognized for ideation and execution of one of a kind in-store sampling activity with leading national MT chains at Radiohead Brands.
- 5 times employee of the month and 2 times employee of the quarter during my tenure at Godrej Consumers
- International employee of the quarter for contribution in setting up and scaling CARMATE's business in India as the 1<sup>st</sup> employee in the country.
- Certified as an Amazon Trained E-Commerce Specialist
- Certified for Amazon PPC management from one of the world's largest Amazon Marketing Agency.

## EDUCATIONAL DETAILS

- Completed **MBA (Marketing)** from Bangalore Management Academy in October 2009
- Completed **Bachelor of Commerce** from Devi Ahilya University, Indore in June 2008

## PERSONAL DETAILS

Date of Birth: 22<sup>nd</sup> August 1986

Languages Known: English and Hindi

Present Address: Supertech Capetown, Sector 74, Noida (U.P.) – 201301, India