

HANS LALKA

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B.COM, M.B.A – Finance/International Marketing

OBJECTIVE

To excel in the field of PPC management for various client accounts, leveraging my skills in Amazon Seller Central, PPC campaigns, catalog management, and client communication to drive successful outcomes and contribute to the growth and success of client businesses on the Amazon platform.

WORK EXPERIENCE

Work Experience in Digital Marketing(Amazon Seller Central) – 2.5 years

- Presently employed at **Ierare Pvt Ltd** (E-Commerce Agency) , Ahmedabad
8th Nov 2022 - Present

Overseeing Amazon's Seller central Accounts of US Clients

Manage Entire Client Catalog

Managing Amazon PPC campaigns

Track the clients' PPC goals and develop weekly and monthly reports

Managing client messages, complaints and requests

- Formerly worked at **9th Sight Pvt Ltd** (E-Commerce Agency) , Ahmedabad
19th August 2021 - 31st October 2022

Worked as an Digital Marketing Executive – Overseeing Amazon's Seller central Accounts of US Clients

Control ACOS/TACOS by managing Existing & creating New PPC campaigns

Manage Entire Account's Catalog

Generate Weekly/Monthly Reports.

- I was awarded **My Amazon Guy Certificate** of Competency - **PPC** Course 2023.

- Worked with Jayanti Spices (Export) from June 2012 - October 2014.
- AHMEDABAD (Purchase Division):

I was stationed in Gujarat to oversee the acquisition of Cumin seeds. My duties encompassed participating in auctions at the Unjha mandi, assessing availability and price trends, securing an appropriate quantity based on needs, and coordinating remittance after verifying receipt of the correct quantity and quality of the material.

- ETHIOPIA, Africa (Sales Division)

Operated within an Ethiopian joint venture representing an Indian parent company, tasked with establishing a supply channel for turmeric and ginger destined for the Indian facility.

- **SELF EMPLOYED:** (November 2014 – March 2021)

Engaged in the trade of finalized products such as PVC ball valves and various pipe fittings across different districts of Tamil Nadu. My primary responsibilities involve identifying suitable suppliers, subsequently promoting the mentioned products, overseeing financial records & selling it to the retailers & Agri Farms.

EDUCATION CREDENTIALS

<i>Course</i>	<i>Institution</i>	<i>Specialization</i>	<i>Result</i>	<i>Year</i>
MBA	Amity Global Business School	Finance & International Business	6.67 CGPA	2012
Bachelor of Commerce	Shri Bhagwan Mahaveer Jain College (B.com)	Finance	66%	2009
H.S.S	Bharthi Matriculation School	Commerce	84%	2006
H.S.S	Bharthiya Vidya Bhavan	Matriculation	73%	2004

IT SKILLS

Operating System Package: Win Family (XP, Windows 10)

MS- Office (Word, Excel, Power Point)

Google (Doc, Sheet)

PERSONAL DETAILS

Address: F-1201, Diva Heights, ICB Flora Road, Gota, Ahmedabad – 382481.

Languages known: English, Hindi, Tamil, Gujarati, Kutchi

Hobbies: Music, Reading & Sports.

Marital Status: Married.

Nationality: Indian.

DECLARATION

I hereby assure that the above information furnished by me is true and correct to the best of my knowledge. I hope that the above mentioned particulars will meet your requirements and if given a chance to prove myself I assure you that I will give my best to fulfil our company's objectives.