

# Dhruvil Kothari

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## Work Experience

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### Company Name : Newgenmax Digital Solutions, Chennai

Role : Amazon Account Management Intern (Remote)

Duration : December 2023 to March 2024 (4 Months)

#### Learnings :

- Proficient in conducting thorough keyword research to optimize product listings for enhanced visibility and discoverability on the Amazon platform.
- Experienced in developing and managing Amazon sponsored advertising campaigns to maximize product visibility, click-through rates, and conversions.
- Demonstrate a results-driven mindset, consistently achieving measurable improvements in product rankings, customer engagement, and overall e-commerce success on Amazon.
- Skilled in developing and maintaining brand stores on Amazon, ensuring a cohesive and compelling brand presence that resonates with customers.

### Company Name : DhNiK Creation

Role : E-Commerce Executive

Location : Surat, Gujarat

Duration : September 2020 to November 2023 (3 Years & 2 months)

#### Responsibilities :

- Developed and executed comprehensive e-commerce strategies to establish the brand's online presence (Amazon, Meesho, Flipkart, Indiamart & own Website) in Women Sarees Category and drive revenue growth.
- Managed the end-to-end operation of the e-commerce platform, overseeing product listings, pricing, inventory management, and order fulfillment.
- Conducted market research to identify trends, customer preferences, and competitive landscape, using insights to refine product offerings and marketing strategies.
- Oversaw the creation of engaging product content, including product descriptions, images, videos, and customer reviews, to drive engagement and conversion rates.

## Education

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- Completed a **Bachelor of Commerce** degree with a specialization in Accounting and Finance from The Maharaja Sayajirav University of Baroda, graduating with a 61.3% score in 2021.
- Completed Higher Secondary Education(12th Commerce) from Tapovan Vidhyalay (GHSEB) with an impressive score of 86% in the year 2018.
- Attained Secondary School Certificate(10th) from Shishukunj Vidhyalay (GSEB), achieving a commendable 77.67% in the year 2016.

## Certifications

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- Learn the fundamentals of sponsored ads - Amazon (December 2023)
- Learn strategies to improve sponsored ads performance -Amazon (December 2023)
- Analyze sponsored ads metrics and reports - Amazon (December 2023)

## Skills

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- Amazon Sponsored Advertising Campaigns Management
- E-commerce Platform Management -Amazon & Flipkart
- Attention to Detail: Accurate & SEO Friendly product listings, description & bullet points
- Tools: Microsoft Excel, Helium10
- Team Collaboration : Coordination with cross-functional teams
- Multitasking : Efficient task management, simultaneous responsibilities
- English Communication Skills : Clear written and verbal communication

## Personal Details

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- Gender : Male
- Date of Birth : January 28th, 2001
- Languages : Proficient in English, Hindi, and Gujarati