

SWATI SUBODH KUMAR

Location: Sharjah, UAE

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3+ years of experience in a fast-paced E-Commerce business. Knowledgeable of the e-commerce space that includes marketing strategies, product development, competitive strategies, consumer research, industry trends and usability best practices.

WORK EXPERIENCE:

Operation Executive

Kingpin.Global (March 2022-Present)

Dubai, UAE

Duties & Responsibilities

- ✓ Working with **Kingpin.Global** as Operation Executive, managing CRM, merchandising, shipment and product setup for multinational brands.

Relevant Skills:

- ✓ Supporting the operations team through analytics and process improvement on projects across MENA and other regions as well.
- ✓ Working with various internal teams such as operation, marketing, CRM, logistics, brand and retail acquisition.
- ✓ Working on CRM campaign implementation which includes managing content requests, copy writing, user segmentation, coordinating with partners for content.
- ✓ Writing and editing product content that will be published on e-commerce websites/portals.
- ✓ Monitor changes in product sales by using web analytics and Excel spreadsheets.
- ✓ Create reports on campaign performance and share feedback to growth teams, marketing teams and other stakeholders.
- ✓ Work closely with the brands, managing their specific CRM reports, while supporting their customer lifecycle management.
- ✓ Design, build and run monthly and quarterly business reports related to company growth, brand and retail acquisition.
- ✓ Maintaining and updating shipment reports.
- ✓ Handling and resolving shipment issues and complaints.

Marketing Associate:

Accenture Services Pvt. Ltd. (July 2021- Oct 2021)

Gurugram, India

Duties & Responsibilities

- ✓ Worked with **Accenture** as Marketing Associate, managing marketing of products, Vendor, and seller accounts, merchandising and product setup for a multinational brand.

Relevant Skills:

Excellent in Microsoft Office Program:

- ✓ Salsify Certified Catalogue professional
- ✓ Working on JIRA for organizing documentation task
- ✓ Working on Salsify for enhancing the content for client
- ✓ Vendor and seller account management
- ✓ Quality checking for listed items
- ✓ Product listing, Pre-production, Post-Production, Enrichment for marketplace like Amazon etc.

Senior Catalog Associate:

Noon.Com (September 2019- July 2021)

Gurugram, India

Duties & Responsibilities

- ✓ New product listing for noon.com from different vendors/manufactures
- ✓ Working on content enrichment
- ✓ Working on seller escalation where some changes required as per request for **live** Items.
- ✓ Interacting/coordinating with vendor/manufacturers
- ✓ Write engaging and descriptive product descriptions to improve conversions
- ✓ Co-ordinate with external photography studios for catalog shoots
- ✓ Have worked for all categories like apparel, home appliance, electronics, mobiles, laptops etc.
- ✓ Managing the catalog creation and sanity of the models for Ad hoc buying.
- ✓ Preparing proper catalogue for respective channels as per their guidelines and templates.
- ✓ Contribute to solving and reducing issues in the catalogue for optimizing the speed of the catalogue upload process.
- ✓ Ensure that the catalogue contains accurate, comprehensive, and high-quality product information as per respective Platform's guidelines.
- ✓ Creating new or modifying existing processes to improve the Catalogue operation's productivity, TAT, efficiency, and accuracy.
- ✓ Dealing with merchant onboarding, payment queries, reporting, customer and merchant issues et
- ✓ Setting up and maintain Zendesk system for different support verticals

Contact Center Officer

Indiabulls Housing Finance Ltd.(December 2018- September 2019)

Gurugram, India

Duties & Responsibilities

- ✓ Working on CRM for organizing Housing finance documentation task.
- ✓ Aware of Loan and Insurance Documents
- ✓ Well known with Microsoft Excel
- ✓ Worked in engaging the clients and understand their requirements related to Home Loan Documents

EDUCATIONAL BACKGROUND:**Bachelor of Technology (Computer Science Engineering)**

Graphic Era University

Dehradun(Uttarakhand)

July 2013- June 2017

R.S.P Inter College

Secondary Education

Seohara, Bijnor (Uttar Pradesh)

July 2010- June 2012

Relevant Qualifications:**Languages:**

- ✓ English, Hindi

Skills:

- ✓ Microsoft Excel
- ✓ JIRA(CVS, CPR, CTT, CQT)
- ✓ Zendesk
- ✓ Pulse
- ✓ Catalog Management
- ✓ Customer Success Management
- ✓ Seller and Vendor Management
- ✓ Compliance/Certification Management for all Product Lines
- ✓ Hubspot
- ✓ Asana
- ✓ Notion

PERSONAL INFORMATION:

Father Name: Mr. Subodh Kumar

Nationality: Indian

Date of Birth: October 05, 1996

