

CONTACT

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SKILLS

- Verbal and written communication skills
- Material handling system techniques
- Quantitative and qualitative market research
- Budgeting and finance specialist

CERTIFICATION/TRAININGS

- Business Analysis (Imarticus, IIBA endorsed)

Smith Tiple

PROFESSIONAL SUMMARY

Motivated Business Developer with 5 years of progressive experience in the eCommerce industry. Offering expertise in Market Research Analysis, Procurement and Marketing. An energetic self-starter and team builder able to navigate high-stress situations and achieve goals on time and under budget.

WORK HISTORY

Strategic Account Manager

03/2020 to 10/2020

AMAZON - Bengaluru, India

- Managing seller relationship by championing the seller's needs at Amazon.
- Building strong communication channels at all levels of the seller's organization, set expectations, provide clear status communications, and manage towards a growth plan.
- Managing and driving the growth of the seller's business.
- Creating JBPs on a quarterly basis.
- Building and executing on a strategic account plan that delivers on key business opportunities for the sellers and Amazon.
- Drive new product launches and relationship extensions.
- Working with sellers to improve operational aspects of their business in providing a great consumer experience.
- Maintaining selection and price competitiveness.
- Conduct deep dive analysis and provide routine executive-level reporting on the seller's current business and future opportunities.

Key Account Executive

06/2018 to 03/2020

VIP Industries Ltd - Bengaluru, India

- Responsible for end-to-end sales of various VIP group brands (VIP, Skybags, Carlton, Aristocrat, Caprese, Footloose) on Ecom Portals
- Planning and managing key eCommerce portals on Outright and Marketplace model (B2B & B2C) – Flipkart, Amazon, Myntra,
- Responsible for jointly finalizing the yearly JBP (Joint Business Plan) with Buyers/Partners and internally finalizing the monthly, quarterly and yearly sales budget for various Ecom portals.
- Responsible for implementing various marketing and promotional campaigns/events to generate high secondary/consumer sales, enabling and tracking CPC and CPM campaigns to generate sales and visibility of products.
- Coordinating with Brand and sourcing/manufacturing/Factory team to supply the budgeted stock timely. Planning with the design team in developing products as per suggestion from category/buying team of Ecom portals
- Coordinating with Central planning or Supply chain team for proper allocation of the stocks to various regional Warehouses
- Planning in advance for stock building for various major Ecom events such as Flipkart's BBD, Myntra's EORS, Amazon's Great Indian Festival.
- Analyzing competition, reviewing competitor sales, products, new launches, marketing activities and planning aggressively to counter.
- Coordinating for cataloguing and listing with photoshoots of all the products on Ecom portals with proper attributes for product visibility.
- Handling end to end operations from getting POs to delivery.

Flipkart India Pvt Ltd - Bengaluru, India

Retail net Operations

- Procurement, Warehousing, In-warding, planning.
- Space and inbound plan for Inventory.
- Return order Creation & Management (RTV).
- Resolving Vendor payment issues.
- Executing Flipkart photoshoot process

Marketplace

- Driving PLA (Product Listing Ads)
- Solving catalogue issues.
- Checking for Brand infringement.
- Resolving seller payment issues.
- Updating MP inventory - Getting consignments created and scheduled.
- Increasing the catalogue listings and suggesting different combinations.

Merchandising

- Market Research analysis & Competitor data for the new product launches.
- Creating offers on verticals and various brands.
- Data analysis for the category on day-to-day basis and to check the performance of the offers driven during the sales.
- Maintaining detailed records of Visits, Sales, Orders, Revenue on a category level.
- Pricing of the brand basis the margin and the relevant offers and campaign to be run in order to improve the buy-sell margin and targeted units.
- Differentiated the stores suitable for new launches and the ones which will help for sustainable growth by using factor analysis on store-level data.
- Building Brand stores to improve customer navigation and increase sales units.
- Experimenting with a different customer base and checking on the unit's conversion with additional offers.

KEY PROJECTS

- **Brand Stores** - Creating stores for brands like Gitanjali, AXE etc. as a part of brand promotions & marketing.
- **Rich Search** - Enhancing search performance of the category by enriching search terms with appropriate content related to offers and trends.
- **Avatar Fashion Refresh** - End to end execution for taking the fashion stores live for the category.
- **Catalogue and Website enhancement** - Initiated and executed a catalogue clean-up for the category, defining mandatory attributes and accepted values for easy and convenient cataloguing process.

EDUCATION

Bachelor of Commerce - Jain University 2012

Pre-University - Karnataka State Board – 2009

10th Standard - CBSE – 2007
