





Harshith.B

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CAREER SUMMARY

E-commerce Website & D2C Operations Specialist with 5 years of experience managing end-to-end digital storefronts, product catalogs, and customer journeys across premium consumer brands including Skin1004 (Katalysst) and Sneaker Lab India. Skilled in Shopify store coordination, catalog & pricing management, UX updates, and content execution to drive conversion-focused user experiences. Experienced in integrating ERP/CRM systems, optimizing operational workflows, and maintaining store hygiene across product listings, inventory, orders, and returns.

Known for structured execution, strong problem-solving, cross-team collaboration, and a hands-on ownership mindset in fast-paced, scaling D2C environments. Bring a customer-first approach, data-driven decision making, and the ability to streamline e-commerce processes to support brand growth and digital transformation.

WORK HISTORY

E-Commerce Website & D2C Operations Specialist KATALYSST CONSULTANTS CPG LLP Managed website and e-commerce operations across premium global and Indian consumer brands including Skin1004 (K-Beauty), Sneaker Lab (Lifestyle Care), Zydus and other partner D2C brands. Drove daily e-commerce execution, product catalog management, ERP-store integrations, UX updates, and launch readiness for high-growth markets.	08/2020 – 07/2025 Bangalore, India
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Key Responsibilities

- Managed product catalog end-to-end: uploads, pricing, variations, categories, SEO tags, stock sync.
- Coordinated Shopify website updates, UX improvements and landing page builds with developers & designers.
- Maintained homepage banners, PDPs, and collections aligned with campaign calendar & new drops.
- Implemented ERP→website workflows for automated inventory, SKU sync & order processing.
- Conducted store health checks: PDP accuracy, links, page speed, images, reviews, checkout flow.
- Ensured friction-free order, payment, return & fulfillment workflows with operations & logistics.
- Performed keyword research, metadata updates, and SEO hygiene for better product discoverability.
- Supported funnel monitoring & CRO ideas to reduce drop-off and boost add-to-cart and conversion rates.
- Coordinated creative, marketing, warehouse, tech & CX teams for aligned e-commerce execution.

Key Achievements

- Managed D2C experience across multiple category brands — beauty, lifestyle & health.
- Built structured catalog & SKU workflow → faster listing turnaround & fewer content errors.
- Enabled ERP integration for real-time inventory sync & error-free order flow.
- Maintained campaign & launch readiness during peak sales periods.
- Enhanced PDP content & media quality → improved product clarity & reduced customer queries.
- Supported smooth market entry & scale for global brands in India (Skin1004 & Sneaker Lab).

EDUCATION

BBA BMS College of Commerce and Management • Relevant Coursework: Strategic Management, Financial Analysis, Marketing Principles, Business Analytics, Consumer Behaviour. • Extracurricular Activities: President, Business Club: Organized industry networking events and workshops • Key Projects: Led a team project on market entry strategies, presented findings to faculty and industry professionals	05/2017 – 06/2020 Bangalore
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SKILLS AND STRENGTHS

E-Commerce & Website Operations

- Shopify Store Management (Admin)
- Product Listing, Variants & Catalog Structuring
- Pricing, Inventory & SKU Lifecycle Management
- Homepage, Collection & PDP Optimization
- Campaign & Launch Page Execution
- Order, Return & Fulfillment Workflow Handling
- Store Hygiene Audits (UI, content, broken links, image quality, speed checks)

Conversion & UX

- CRO (Conversion Rate Optimization) Mindset
- Funnel Monitoring & Drop-off Analysis
- A/B Testing Approach
- User Journey & Checkout Flow Understanding
- Landing Page Coordination & Content Enhancements

Technical & Tools

- Shopify Admin & Apps
- ERP Implementation & Data Sync
- Google Analytics & Performance Tracking
- CMS & Website Content Management
- Payment & Logistics Integrations
- Meta Commerce & Marketplace Basics
- Canva (basic banners & creatives)
- Excel / Sheets for catalog & reporting

SEO & Content

- Product SEO (Keywords, Tags, Metadata, Alt Text)
- Collection Structure & Navigation Optimization
- On-page Content Hygiene & Consistency
- Copy inputs for PDPs & Brand Pages

Project Execution & Team Collaboration

- Cross-functional Coordination (Design, Tech, Ops, Marketing)
- Vendor / Developer Management
- SOP Creation & Process Standardization
- Requirement Gathering & Execution Planning
- Problem-Solving & Quality Checks
- Fast Execution & High Ownership Mindset

Soft Skills

- Detail-Oriented & Quality-Driven
- Analytical & Data-backed Decision Making
- Communication & Stakeholder Alignment
- Rapid Learning & Adaptability
- High Accountability in Fast-Paced Environments

CERTIFICATIONS

Web designing and c++

Applied AI & prompt engineering (self-driven)

Google Professional Data analytics
Google (Coursera)

Google AI Essentials (in progress)

Fundamentals of Digital marketing
Google (Coursera)

DeepLearning.AI Prompt Engineering (planned)

Corporate strategy
by University of London-
(Coursera)

Projects

EcommPulse

05/2023 – Present

A premier suite tool for thriving on E-commerce marketplaces .

Project Overview:

Supported the setup and execution of EcommPulse, a real-time analytics platform that helps e-commerce brands automate insights across sales, profit, PPC performance, and inventory planning.

Key Contributions

- Helped configure dashboards to track sales, units sold, margin, ROI, refunds, and campaign performance
- Utilized automated insights to support decision-making for pricing, marketing, and promotions
- Assisted with monitoring PPC performance to analyze ad efficiency, spend vs sales ratio, and profitability
- Used inventory prediction tools for stock planning, reorder timing, and preventing stockouts
- Contributed to reimbursement & profit-recovery checks to ensure accurate marketplace payouts
- Leveraged executive summary data to reduce manual reporting time and improve business visibility

Impact

- Faster reporting and decision-making for e-commerce operations
- Reduced manual processes through automated dashboards
- Improved control over profitability, ad spending, and inventory accuracy

Built and used AI tools internally to automate workflows, enhance productivity, and test business-ready automation use cases.

AI Lead Qualification Assistant (Prototype)

Used LLM prompts to analyze leads, extract key insights, and generate personalized outreach messages, improving response potential and saving manual effort.

ERP Workflow Automation Support

Automated internal documentation, ticket summaries, and internal notes using AI; structured ERP process data to speed communication and task tracking.

E-Commerce Catalog & SEO Assistant

Generated optimized product descriptions, SEO keywords, and QC text checks using AI to improve content accuracy and listing speed.

Internal AI Productivity Toolkit

Created prompt templates for reporting, email drafting, data lookup, and meeting note summaries to accelerate productivity across teams.

COMMUNICATION

- English
- Hindi
- Kannada