

ADITYA KUMAR PANDEY

adityakp89@gmail.com | +91-8177028130 | Kanpur, 208025

Professional Summary

Nine years of experience handling global e-commerce marketplaces such as Amazon, Flipkart, eBay, Walmart, etc., and understanding of the retail and e-commerce (B2C & B2B) industry. Postgraduate with an MBA in Marketing & International Business. Innovative SEO techniques to ensure high product visibility on e-commerce sites.

Hands-on experience in developing businesses on e-commerce platforms and analyzing their profitability, along with handling logistics, customer queries, and managing sales, returns, and inventory.

Proficient in Word and Excel. Tech-savvy - keen interest in technology and e-commerce, and knowledge of digital marketing concepts and techniques. Eager to learn new things and capable of working independently.

Experience

Performance Marketing Manager | Guiltfree Industries Limited - Kolkata | 06/2025 – 02/2026

- Responsible for executing ROAS-driven ad campaigns on quick-commerce channels – Blinkit, Swiggy Instamart, Zepto, BigBasket, and Flipkart Minutes/Grocery.
- Regularly optimizing CPM/CPC to maximize ROAS.
- Regular keyword researching and adding relevant keywords to campaigns to scale ad revenue.
- Driving secondary revenue growth for the brand **Too Yumm!** with the innovative ads strategies.

Performance Marketer | Mensa Brands Technologies Private Limited - Bengaluru | 02/2024 – 05/2025

- Responsible for executing high-performing ad campaigns on e-commerce marketplaces across India, Canada, the UK, and the US, as well as on quick-commerce platforms.
- Focus on optimizing ACoS and maximizing ROAS through continuous performance monitoring and campaign refinement.
- Manage end-to-end ad operations across platforms including Amazon, Walmart, Flipkart, Myntra, and Swiggy Instamart.
- Driving revenue growth and brand visibility across diverse markets.

Senior E-Commerce Specialist | Darshan Soft-Tech Pvt. Ltd. - Hyderabad | 11/2020 - 10/2023

- Setting up and managing Amazon Ad campaigns, ad groups, ads, keywords, bids, and budgets.
- Handling campaigns end to end from Planning to Execution following the brand guidelines.
- Responsible for giving higher orders with lower ACoS.
- Weekly analysis of Amazon business reports, search term reports, etc.
- Analyzing key metrics such as CVR, ACoS, ROAS, CTR, CPC, etc., to achieve desired results.
- Driving new ideas and processes to improve campaign performance, including account structure, bidding, ad copy, and keyword development.
- Improving organic visibility and sales rank of the items through strategies such as competitive pricing, listing optimization, advertisements, enhancing A+ content, and more.
- Ensuring that each product performs well in the market with an expected gross profit margin.

E-Commerce Specialist | Members Only - Noida | 11/2019 - 10/2020

- Handling e-commerce marketplaces such as Amazon, Walmart, Rakuten, etc., in the United States (US), Canada, and Mexico, and managing sales and inventories.
- Cataloging, bulk product listing, optimizing listings, etc.
- Optimizing product title, description, and images to enhance organic visibility and increase conversion rates.
- Monitor account health and address any performance issues promptly.
- Conducting competitor research and market analysis.
- Setting up profitable ad campaigns and utilizing ad spends by regular bid optimization and improving keywords.
- Developing and executing a sales plan to achieve sales growth.
- Answering customers' queries and resolving cases related to the products and services.

Senior E-Commerce Executive | Leayan Global Pvt. Ltd. - Kanpur | 01/2018 - 01/2019

- Cataloging and uploading bulk product listings on Amazon.in.
- Making monthly plans and strategies to achieve sales growth.
- Weekly sales report analysis and preparing MIS reports.
- Maintaining records of sales and returns.
- Sales forecasting and Amazon FBA inventory planning.
- Running campaigns, deals, and promotions.
- Optimizing product listings to boost sales conversions and maximize revenue.
- Optimizing product pages such as title, description, images, and keywords to enhance product and brand visibility in organic search results.
- Ensuring all pages, products and prices on the site are correct.
- Resolving internal and external issues regarding e-commerce operations.
- Monitoring customer feedback and responding to their queries promptly.

Senior Sales Executive - Online | Infocom Network Ltd. - New Delhi | 03/2017 - 07/2017

- Reach out to SMEs clients offering business growth solutions on Tradeindia.com portal through emails and calls.
- Educate them regarding the benefits of associating with Tradeindia.com portal and about the online memberships of Google and Tradeindia.com.
- Regular follow-ups and sales closure.

Amazon Seller | Self-Employed - Kanpur | 02/2016 - 02/2017

- Creating and executing an online business plan.
- List and update products on the site.
- Analyzing the profitability of products sold on the Amazon marketplace.
- Comparing prices with competitors and utilizing Amazon's Automate Pricing tool for repricing to win the Buy Box.
- Monitoring the performance metrics on the Amazon seller account and improving services by dispatching orders in a timely manner and reducing customer returns.
- Coordinating with Easy Ship carriers to ensure timely shipping and managing the shipping process for FBM, including labeling, packaging, and tracking shipments.
- Managing sales and inventories.
- Handling day-to-day e-commerce operations like inventory management, order processing, tracking orders, managing returns, payment reconciliation, and claims settlements.
- Boosting sales on Amazon by setting up targeted keywords and campaigns.
- Monitoring online customers' feedback.

E-Commerce Executive | Rojus Enterprises Ltd. (Allen Cooper) - Kanpur | 09/2015 - 12/2015

- Responsible for all e-commerce activities.
- Managing the entire inventory records, and order fulfillment process, accuracy in cataloging, product content writing, editing and right groupings, and setting up target keywords.
- Resolving customer complaints regarding sales and services.

Core Qualifications

- **M.S. Excel:** Pivot Table, Pivot Chart, VLOOKUP, CONCATENATE, Sorting, SUM, SUMIF, SUMIFS, COUNTIF, IF, IFERROR, Text-to-Columns, Data Validation, Index, etc.
- **E-Commerce:** Amazon Seller Central, E-commerce SEO, PPC (Pay-Per-Click), Advertising, Cataloguing, Competitor Analysis, Pricing Strategies, Product Listing, Keyword Research, Listing Optimization, A/B Testing, Sponsored Ads, Conversion Rate Optimization (CRO), Sales and Inventory Forecasting, etc.
- **Digital Marketing:** SEO, Keyword Planner, SEO Writing, On-Page, Off-Page, Local Search Listing, etc.
- **Analytical:** Data Analysis, Reporting, Profitability Analysis, Decision Making, Critical Thinking, Problem-Solving, etc.
- **Tools:** Utilizing **Helium-10** and **Jungle Scout** for thorough keyword and product research.
- Marketing & Communication.

Education

Dr. A. P. J. Abdul Kalam Technical University | Lucknow | 2015

Master of Business Administration (MBA): Marketing & International Business

Chhatrapati Shahu Ji Maharaj University | Kanpur | 2012

Bachelor of Computer Application (BCA)

Personal Details

Language: Hindi, English | **Origin:** Indian/Male | **Marital St.:** Married | **Hobbies:** Playing Video Games, Travelling & Sightseeing