



TAUSEEF REZA

ECOMMERCE MANAGER



CONTACT



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Address

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SKILLS

- Adobe Photoshop
- CorelDraw
- Canva
- Web designing and development on Wordpress (woo-commerce)
- Shopify
- Google Analytics
- Google Ads
- Meta Ads
- Google Search Console
- Google Tag Manager
- Google Search Trend
- Advance Excel
- Content Writing using AI
- Social Media Marketing



PROFILE INFO

E-commerce Manager with **10+ years** experience in **E-commerce Business Development**, growing sales, managing costs, streamlining operations & maximizing customer satisfaction. Skilled in applying current creative visual techniques in order to optimize product visibility and attention. Proven expertise in **campaign management, promotion activity, banner creation, etc.**



WORK EXPERIENCE



Asst. Manager - Ecommerce (Keventer Agro Ltd., Kolkata)

Sep'22-till date

- Day-to-day management of D2C Business on **Shopify**.
- Handling a Team of 14 Members.
- Handling multiple Marketplaces such as **Amazon (Seller Central, FBA), Flipkart, Pincode, FirstCry, TATA 1mg, Natures Basket, Natures Soul, PalateMkt, Hyugalife, Fresh Aisle, etc.**
- Inventory Management.
- Execute Product cataloging, and individual and **bulk listing** across all key marketplace portals.
- Plan promotions, New Product launches, and other activities necessary to support the digital business and achieve sales goals.
- Digital Marketing of the Company's Brand through **Google & Meta Ads, Influencer Marketing, and WhatsApp/SMS/Email Campaigns.**
- Analyze marketing campaign performance and suggest improvements.
- Understand and implement best practices for SEO.
- Payment reconciliation from all portals to avoid leakage.



E-commerce Manager

Apr'21-Sep'22

(JK Spices & Food Products, Kolkata)

- Day-to-day management of D2C Business on **Custom Built PHP based portal**.
- Managed a Team of 8 Members.
- Oversee multiple Marketplaces such as **Amazon (Seller Central, Vendor Central), Flipkart (B2C, B2B), JioMart, etc.**
- Order Fulfillment and Inventory Management through **UNICOMMERCE**.
- Execute Product cataloging, and individual and **bulk listing** across all key marketplace portals.
- Managed Amazon Seller Central - Brand Store, Campaign Manager, A+ content, Deals, Coupons, Generate Reports, STEP dashboard, SAFE-T claim, etc.
- Managed a team of Web developers, Graphic designers, and an Agency handling Ad campaigns & social media promotions.
- Analyze marketing campaign performance and suggest improvements.
- Understand and implement best practices for SEO.
- Payment reconciliation from all portals to avoid leakage.



EDUCATION



2009 - 2013

B.Tech (Mechanical)

WBUT, Kolkata

DGPA-7.88



2006 - 2008

Higher Secondary (Sc)

JAC, Ranchi

68.4% - Rank 1st



2006

Senior Secondary

JAC, Ranchi

75.4% - Rank 1st



PERSONAL INFO



Date of Birth

30th December 1991



Marital Status

Married



Gender

Male



Religion

Islam



LANGUAGE

- English
- Hindi
- Urdu
- Bengali



HOBBIES

- To Learn New Skills
- Travelling
- Internet Surfing
- Reading Books



E-commerce Executive

May'16-Mar'21

(Koxa Costumes Pvt Ltd, Kolkata)

- Order Processing and Fulfillment on Amazon & Flipkart.
- Product listing on key marketplaces.
- Image editing on Photoshop.
- SEO and generating backlinks.
- Listing company's profile on online directories.
- Handling B2B leads from IndiaMart.
- Understanding customer requirement, sent proposal and close the deal.
- Generate all business reports on weekly/monthly basis.



Project Engineer

Jun'13 - Apr'16

(Universal Associates, Ranchi)

- Analyzing reports, maps, drawings, blueprints, aerial photographs, and geologic data through surveys to plan projects.
- Inspecting project sites to monitor progress.
- Ensuring design specifications and safety standards on the project site.
- Handling direct operations and maintenance activities on the project site.
- Staying in contact with vendors, suppliers, and clients to build a strong business relationships which helps in generating additional project work.
- Ability to plan jobs and assign them to the appropriate person.
- Ability to communicate efficiently with clients and superiors.
- Making the estimations for the project and checking the feasibility as per the company.
- Maintaining the daily and monthly reports of working.
- Maintain all the records of the projects.



DECLARATION

I hereby declare that the information given above is correct to the best of my knowledge.

(MD. TAUSEEF REZA)