

ATIQU UR REHMAN

KEY ACCOUNT MANAGER -
FLIPKART

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EMAIL | atique911@gmail.com

LOCATION | Bhopal, INDIA

EXPERIENCE | 1 Year 4 Months

Key Skills

- Online Advertising
- Ecommerce Development
- Product Awareness
- Brand Promotion
- Strategic Marketing Planning
- Sales Promotion
- Branding
- Brand Awareness
- Market Analysis
- Promotions
- Brand Management
- Business Development Management
- Market Research

Certification

- Diploma In Computer Applications
- Fundamentals Of Digital Marketing - Google Digital Garage
- Break The Chain Of COVID-19 Infection - MBRU - UAE

Languages

Profile Summary

MBA graduate with a strong background in business management, demonstrated teamwork, and leadership skills. Experienced in ecommerce operations, including overseeing seller accounts, implementing growth strategies, and analyzing market trends. Proven ability in strategic planning, client relationship management, and operational efficiency. Eager to leverage this diverse skill set to drive success in a dynamic organizational setting.

Work Experience

Key Account Manager - Flipkart

Startek USA

12/2022 - Present

??? Develop strategic plans for business growth. Identify seller growth opportunities including cost / benefit Analysis of

new ideas.

??? Evaluating the performance of sellers at Flipkart and help them in developing their business through different

business development strategies.

??? Analyzing Key performance metrics from Flipkart reports and seller dashboard to help in growing business of

sellers.

??? Discuss selection insights, new listings, stock updating, trending products and help the seller to list products on

- URDU
- English
- HINDI
- ARBI

Flipkart.

??? Guiding the seller in creating better cataloging of their products like A+ Listings, cataloging images,

Products detailed information, search keywords, product description, key features etc. to build brand value.

??? Educate the sellers to get organized by onboarding on smart warehouse or Flipkart

FBF warehouses so that they can provide better product quality to the Customers and to increase their efficiency for

processing orders.

??? Guiding the seller in consignments creation for FBF warehouses all over India and help them in in warding

The products in Flipkart warehouses.

??? Helping the Flipkart sellers in developing the business by determining the competitive pricing within Flipkart and at

various E-commerce website.

??? Strategies the advertising campaign like product listing Ads (PLA), banner ads for sellers/brands to maintain higher

product visibility & sales growth.

??? Attending regular meetings with the cataloging, promotion, advertisement & category teams regarding high GMV

sellers and popular brands.

??? Enroll sellers in various promotions events, deals of the day (DOTD) on Flipkart so that they can provide

Better deal to the consumers/buyers monthly as well as on festive seasons

Business Development Executive
International Mill - Al Kuwait

03/2022 - 12/2022

Finding and retaining clients, encouraging extant clients to purchase added products or features, and remaining abreast of changes in consumption"

Client Relationship Executive

Saheb Natural Products - Indore, M.P.

11/2020 - 01/2022

Ensured accuracy of monthly and quarterly reports. Set up monthly meetings with clients and answered client inquiries. Handled client complaints and sought timely resolutions.

Internship

Shopperclan Solutuion PVT LTD, 548 Days

Education

MBA/PGDM - Marketing

2017

Barkatullah University, Bhopal

B.A - Economics

2015

RKDF UNIVERSITY

12th

2012

Madhya Pradesh , Hindi

Grade - 55-59.9%