

# SANA KHAN

E-COMMERCE ACCOUNT MANAGER AND ADS MANAGER



## CONTACT

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Shahdara Delhi- 110095

## EDUCATION

2017 - 2018

Higher Secondary Certificate  
(10+2) Commerce with Maths  
Stream (KVS Delhi) CBSE Board

2018-2021

Delhi University  
Bachelor of Commerce

## SKILLS

- Ms- Office
- Typing speed 45 WPM
- SEO & SEM Optimization  
(Ecommerce Platforms)
- E-commerce Strategy &  
Development
- Campaigns E-commerce platforms (  
Amazon, Flipkart, Meesho)
- Account Management
- Time Management
- Leadership
- Effective Communication

## LANGUAGES

- English (Fluent)
- Hindi (Fluent)

## PROFILE

To build a prosperous and successful career by performing with virtue, integrity and undertaking important responsibilities in or to assure the progress of the Organization. To obtain a position that challenges me and provides me the opportunity to reach my full potential professionally and personally utilizing my abilities. I've 2.5 years of experience in E-Commerce background.

## WORK EXPERIENCE

### KIDSNKARTS TOYS LIMITED

Dec 2022- Oct 2024

#### E-Commerce Account Manager

- Managing Ecommerce Marketplaces like Amazon, Flipkart, Firstcry, Meesho, Glowroad etc
- Responsible for day to day activities like Inventory management, order processing, Campaigns etc
- Manage campaigns on Meesho, Flipkart, Amazon (PPC)
- Catalogue Management - Ensuring each listing's quality is accurate as per customer expectation
- Created, optimized, and managed Amazon PPC campaigns including Sponsored Products, Sponsored Brands, and Sponsored Display ads to drive traffic and increase sales.
- Communicated with Marketplace's Managers to enhancing sales scale graph for effective and improvising results
- Managing the team of 10 members
- Conducted comprehensive keyword research using tool such as Helium 10 to identify high performing keywords and develop targeted ad strategies.

### Aprj E-Commerce Private Limited

Business Development and onboarding officer

May 2022- Nov 2022

- Increased annual sales volume within 1 year's time
- Managed clients and sellers accounts like Amazon, Flipkart, Meesho and Glowroad
- Managed online advertising and promotional participation
- Analyzed market strengths, weaknesses, opportunities, and threats
- Catalogue Management of the clients on daily basis
- Provided training to sellers of Amazon and Flipkart about seller Dashboard