

CAREER OBJECTIVE

To seek a challenging position to contribute towards the growth for the organization in the best possible manner and determined to make sustainable growth in the organization hierarchy with my interpersonal skills, result obtained and hard work. Experienced and innovative eCommerce Retail expert with a superior record of Internet revenue generation and customer service. Adept at applying the most current creative visual techniques to optimize product visibility and attention. Able to work well independently and as part of an Internet business team.

CORE QUALIFICATIONS

- Vast marketing and sales experience
- Exceptional expertise in website business management
- Proficiency in boosting sales through improvements to site conversion rates and functionality
- Superior strategic and creative thinking abilities
- Excellent written and oral communication skills
- Outstanding skills in web statistics interpretation and application

EXPERIENCE

MARKETING Executive
25/07/2022 – 30/11/2024

AZNF Global PVT. LTD.
Noida, UP

- Drive sales across international platforms including **Amazon, Etsy, Walmart, and company websites** targeting the USA, Canada, and other global markets (excluding India).
- Add products and manage two e-commerce websites of wordpress.
- Run ad campaigns on websites, Etsy, and Amazon by analyzing SKU data and employing strategic approaches.
- Generate and track shipments, ensuring timely updates to customers.
- Prepare daily sales reports and comprehensive monthly revenue reports.
- Monitor and troubleshoot website issues weekly.
- Optimize Buy Box performance and enhance listing quality to boost sales.

- List high-demand products on platforms like Amazon, Etsy, and the company websites.
- Handle Amazon FBA & FBM processes effectively.
- Implement daily strategies to improve Etsy sales.
- Manage two e-commerce websites efficiently.
- Run promotional campaigns like coupons and add videos to Amazon listings.
- Coordinate with factory workers to fulfill orders on time.
- Manage three vendors to ensure timely delivery and operations.
- Execute on-page and off-page SEO to improve online visibility.
- SEO Tools: Google Analytics, Google Search Console, Ahrefs, SEMrush
- On-Page Optimization: Keyword Research, Meta Tags, Content Optimization, URL Structuring
- Off-Page Optimization: Link Building, Guest Blogging, Directory Submissions
- Write blogs and create content for marketing purposes.
- Edit images and design social media posts.
- Respond to leads and customer inquiries promptly.
- Collect and analyze data for business insights.
- Participated as an exhibitor at the **EPCH Fair, February 2024**.
- Produce videos and short content for Instagram, YouTube, and Facebook.
- Design creatives for advertisements.
- Execute ad campaigns on Google and Facebook using strategies like TOF, MOF, and BOF.
- Run email campaigns through tools like Mailchimp, Sendy, and Zoho CRM.

IT Executive

27/01/2022 – 14/07/2022

INDUCTUS LIMITED

Noida, UP

- Drive sale with the help of manager through Amazon, Flipkart, Meesho, Etsy and website.
- Adding products and handling page of website.
- Run Advertisement on website and Amazon by checking data of SKUs using strategies.
- Generate and track the shipment and inform the customer.
- Generate daily sale report and monthly revenue report.
- Check website every week and solve the glitches.
- Manage Buy Box and listing quality to get more sale.

- List best selling products on website and amazon, Etsy etc.
- Make plan for Saturday and Sunday to drive great sale.
- Manage business in absence of senior and handled team of 5 people

ACADEMIC CREDENTIALS

10th Passed from Sunrise Ville School, Noida, C.B.S.E Board 2014.

12th Passed from Patrachar Vidyalaya, Delhi, C.B.S.E Board 2016.

B.COM 3rd year from Open School of Learning, Delhi University 2019.

PROFESSIONAL CREDENTIALS

10x Training by Gaurav Bhagat

Diploma from Oxford Software Institute in Multimedia and Web designing.

Online Course from Internshala in Web Development.

SKILLS

Language: PHP, HTML5(CSS3), JavaScript

Database: RDBMS

Frameworks: Bootstrap

Content Management System: WordPress

PERSONAL PROFILE

Father Name	:	Mr. Mahinder Sisodia
Mother Name	:	Mrs. Madhu Sisodia
Date of Birth	:	04 th May 1998
Nationality	:	Indian
Marital Status	:	Single
Languages Known	:	English, Hindi
Current Address	:	C-192, Jalvayu Vihar Sector-21, Noida

Declaration:

I, Payal Sisodia, hereby declare that the above information is true to the best of my knowledge and belief.

Place: Noida

(PAYAL SISODIA)