

Vijay Kumar

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OBJECTIVE

To secure a challenging position as a Digital Marketing Executive that will allow me to utilize my skills and experience in e-commerce Flipkart and Amazon account management to drive revenue growth and provide exceptional customer service to clients.

WORK EXPERIENCE

March 2019 to Present

Digital Marketing Executive

Navus It Services Pvt. Ltd.

My responsibilities to Manage a portfolio of Amazon accounts with a focus on driving revenue growth and providing exceptional customer service.

- I was promoted from Digital Marketing Executive to a Team leader position after 2 years.
- I was awarded Employee of the Month Many times over the past years.
- Customer feedback rated me 4.5 out of 5 for my customer service skills.
- I introduced several efficiency processes that the Company continues to use.
- Develop and implement effective marketing strategies to increase product visibility, improve product listings, and drive sales.
- Conduct regular analysis of account metrics and data to identify trends, patterns, and opportunities for improvement.
- Collaborate with cross-functional teams including marketing, sales, and product development to ensure seamless account management and optimal customer experience.
- Maintain and update product listings, including SEO, and A+ Content to improve product performance.
- Monitor and respond to customer reviews, inquiries, and feedback to maintain positive customer relationships and brand reputation.
Develop and manage advertising campaigns using Amazon Advertising (AMS) to drive traffic and sales.
- Developed and executed a plan of action for resolving complaints related to product blocking, authentication customer complaints, brand infringement complaints.
- Conducted regular analysis of campaign metrics and data to identify trends, patterns, and opportunities for improvement.

QUALIFICATIONS

2015- 2018

BCA (BACHELOR OF COMPUTER APPLICATIONS)

M.D UNIVERSITY

2015

12TH PASSED FROM HBSE BOARD

2013

10TH PASSED FROM CBSE BOARD

SKILLS

- Amazon Seller Central
 - Amazon Advertising (AMS)
 - Amazon Display, DSP
 - Marketing Strategy
 - Data Analysis
 - Customer Service
 - Interpersonal Skills
 - Communication Skills
 - Product Targeting ads
 - Sponsored Brand ads
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PROFESSIONAL SUMMERY

A highly motivated and results-driven Amazon PPC Manager with 4 years of experience in managing and optimizing sponsored ads campaigns on Amazon.

Proven track record of improving account health metrics such as LDR, ODR, and pre-fulfilment cancel rate, as well as resolving issues related to account activation and product and account review rating.

Proficient in using various tools like Helium10, Sellerapp, adbrew Amazon Drona software to manage and optimize Amazon accounts, including Amazon Seller Central, Amazon Marketing Service, and Seller Flex.

Excellent communication and interpersonal skills with the ability to build and maintain strong relationships with clients. Ability to work independently as well as manage a team.
