

Bharat Prajapati

Ecommerce & PPC Manager

CONTACT

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PROFESSIONAL EXPERIENCE

Ecommerce & PPC Manager

From Oct'23 - Present

Eat Better Ventures Private Limited

- Developed a comprehensive e-commerce strategy to increase online sales.
 - Utilized Amazon Seller Central tools such as Advertising Campaign Manager & Developed maintained a comprehensive PPC strategy to maximize ROI.
 - Conversion Rate Optimisation (CRO): Implement CRO strategies to improve website conversion rates. and overall user experience.
 - Created product listings, Optimized titles, Descriptions, Bullet points and A+ Content for maximum visibility on search engine results.
 - Generated weekly reports detailing campaign performance metrics such as CTRs, CPCs, ROI, ACOS.
 - Manage all paid advertising campaigns, including Google Ads, Facebook Ads, and other online advertisements
 - Investigated competitors' pricing structures in order to create a more attractive offering for customers.
 - Managed the day-to-day operations of the e-commerce platform, including product management, content updates
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PPC Manager

From Nov'22 to Sep'23

Leather Village

- Creating and managing Amazon PPC campaigns, including Sponsored Products, Sponsored Brands, and Sponsored Displays, optimising for keywords, budgets, and ad placements.
- Developing and executing a comprehensive Amazon PPC strategy to drive sales, brand visibility, and market share on the platform.
- Managing and allocating advertising budgets effectively to ensure maximum ROI while monitoring daily, weekly, and monthly spending.
- Performing in-depth keyword research to identify relevant and high-performing keywords that will drive traffic and conversions.
- Crafting compelling ad copy and creative that entices customers and increases click-through rates (CTR) and conversion rates.

Global Marketplace Operations:

- Oversee listings across Amazon US, UK, EU and Canada.
 - Localize product content for different markets and monitor performance metrics.
 - Coordinate with fulfilment centers and manage inventory across regions.
 - Create and maintain A+ content and optimize the Amazon Brand Store.
 - Collaborate with internal teams to maintain high-quality listings.
 - Responsible for managing the day-to-day operations of the ecommerce platform, including product updates, content management, etc.
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Sr. Ecommerce Executive

From Jan'22 to Oct'22

Henal

- Listing of products on online channels
 - Manage the top selling account on Amazon, Myntra, Ajio, Flipkart
 - Amazon FBA
 - Review and ensure product listings are clear, complete & meet the standards
 - Develop sales strategy for existing inventory and new product launches
 - Review competitors and keep track of new products and their pricing
 - Monitor daily sales, inventory and generate reports
 - Research for content, marketing avenues and new business opportunities
 - Provide solutions to optimize system and improve process
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EDUCATION

- **University of Rajasthan | 2017-2019**
Bachelor of Arts
 - **University of Rajasthan | 2020-2022**
Master of Arts
 - **Quibus Training Digital Marketing Institute**
Digital Marketing
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EXPERTISE

- Amazon.in & Amazon.com,
- Myntra, Flipkart, Ajio, Nykaa
- Quick Commerce
- Facebook Ads, Google Ads

SKILLS

- Strong understanding of current online e-commerce Marketplace Strategy and best practices.
- Proven ability to identify challenges, troubleshoot issues, and implement effective solutions to improve e-commerce operations and performance.
- Knowledgeable about the most recent advancements in online marketplace platforms.

OBJECTIVE

- Experienced and dedicated Manager looking for an opportunity to utilize my experience to advance your organization's goals.

DECLARATION

- It is my sincere claim that all the facts mentioned above are accurate, and I hold myself responsible for their accuracy.