

ANAND KARTHIK

AMAZON, EBAY MARKETPLACE EXPERT

Well-rounded professional with over 5 years of experience in E-commerce solutions, social media, search engine marketing, graphic design and project management. Also has a passion for creating the highest-quality possible while boosting market position and sales. Strong tactical skills, including research, analysis, and developing action plans to ensure the achievement of milestone goals.

Key Skills:

1. AMAZON and eBay product Listing and Optimization
2. Amazon and eBay Seller central account management
3. Amazon, eBay Store Management and Order management
4. Product Management: All type of details like Price, ASIN, Quantity, Seller Central product validation etc
5. FBA and Buy Box consultant
6. SEO keywords research
7. Creating new Listing or Inventory
8. Dropshipping Business models
9. Platforms :Ox-ray, Tactical Arbitrage, Magento, Volusion
10. Product/Market research
11. Product description and PPC

Work Experience:

E-commerce Analyst

- Analyzing customer needs and decision-making methods and utilizing them in conversion rate.
- Working with the Store designing team and create social media pages and interactive stores for Amazon, eBay, Walmart, etc.
- Created custom ecommerce solutions for clients and then monitored client progress.
- Developed presentations to potential clients that explained ecommerce and its benefits.
- Responsible for overhauling internal ecommerce solutions to make them more efficient.

- Responsible for making the e-commerce side of the business more efficient and profitable.
- Submitted regular reports comparing ecommerce platforms and making recommendations on each platform.
- Increased marketplace orders by 30% after launching a sales presence on Amazon, eBay, Sears, Wal-Mart, Rakuten, ToysRUs e-commerce marketplaces
- Reduced order returns and refunds by certain margins through enhanced marketplace feed quality control practices.
- Developed and managed digital marketing campaigns to expand company exposure via email, pay-per-click, SEO, and social media.
- Developed and maintained dashboards for focusing special features of products
- Extracted, clarified and documented business requirements from all users.
- Managed business requirements and resolved issues while using effective change management processes.
- Ensured that approved proposals were carried through to deliver.
- Lead and manage all aspects of direct-to-consumer E commerce marketing in the areas of SEO, Paid Search, Email, Comparison Shopping Engines, Affiliates, 3rd party platforms, referring partners and social media.
- Work with Merchandising for optimal product positioning, optimal internal search results, resulting in improved site conversion.
- Define best practices by setting measurable objectives; ensure tracking/reporting capabilities,
- Evaluating/reporting campaign results, and creating P&L analysis.
- Make recommendations to optimize web functionality, site architecture, user interface and navigation
- Monitor competitive activity and react to online trends and best practices.
- Act as marketing liaison and point of contact (related to marketing efforts) between E Commerce and stores

Links

<https://www.linkedin.com/in/anand-karthik-345aa835>

IT Skills

- Proficient in Microsoft (Word, Powerpoint, Excel)
- Knowledge in Photoshop, HTML, CSS, MySql
- Familiar with MediaWiki documentation tool,
- Knowledge on E Commerce Tools.
- Worked on Oxray, Tactical Arbitrage, Volusion, DSM tool (Drop Shipping Tool)
- Operating Systems: MAC / Windows 7,8,10
- Programming and Script Languages: Proficient in Basics of C, C++
- Familiar with Analytics tools SPSS

Additional Information

- Willingness to learn and work on new process and systems.
- Confident & fix myself to new challenging situations easily.
- Handling projects and client communication.

Declaration:

I do hereby confirm that the information given in this form is true to best of my knowledge.

Regards,

ANAND KARTHIK