

# KUSH JAISWAL

ECOMMERCE MANAGER

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## ABOUT ME

A versatile and growth driven management worker with strong analytical and communication skills, and a hands-on experience in business development, stock maintenance, merchandising and advertising. I developed interest for ecommerce. I'm always curious about it and this curiosity has led me to look further in this direction. I'm looking forward for new challenges and opportunities and be part of your organization.

## EDUCATION

**GAYATRI VIDYA PARISHAD** 2015 - 2018

Bachelor of Business Administration

**DELHI PUBLIC SCHOOL, CBSE** 2013 - 2015

INTERMEDIATE

## EXPERIENCE

### INTERNSHIP(CONSUMER BEHAVIOUR)

May 2017 - June 2017

HYUNDAI MOTORS INDIA LIMITED

Automotive Industry

### FREELANCE

Dec 2017- Jan 2019

ROSHANLAL ENTERTAINMENT

Event management

### INTERNSHIP

May 2018- Jan 2019

DIVINE TEPPICH

Manufacturer of Rugs

- Represented our company at the trade exhibition at CEPC (carpet export promotion council)
- Visual Merchandising.
- Drive in local clients and procured contracts for hotels
- Provided with customized carpets for certain customers.
- Produced carpets according to the designs brought in by the customers.

### ECOMMERCE MANAGER

SETT SHOP

Ecommerce Part time

- Created product listings based on product attributes and basic photoshop.
- Integrated the website with all the necessary tools and plugins
- Created and deployed email marketing campaigns (Klaviyo and mail chimp)
- Worked on retrieving the abandoned cart.
- Implemented SEO techniques and PPC strategies to increase average monthly revenue.
- Conducted market research and reported on competitors.
- Improved profit margins by effectively managing expenses, budget and overhead, increasing closings and optimizing product turns.
- Resolved customer complaints regarding sales and service.
- Utilized web analytics tools to track and measure performance and made adjustments to improve retention and conversion.

### BUSINESS MANAGER

May 2018- Mar 2020

AMARDEEP COLLECTIONS

Retail Clothing

- Inventory management for 3 showroom.
- sourcing of the products from all around India.
- Aware of the changing trends in the fashion industry in India and made purchases based on these new styles and designs
- Strategically implementation of promotional techniques to improve sales.
- Drove high performance by developing team members.

### BUSINESS OWNER

June 2020 - Present

DADAJI'S FOOD PRODUCTS

Manufacturer of Proprietary foods

- Manufacture and supply of FMCG product
- Cater to the demand of traditional Indian snacks from different parts of India within a single brand
- Created a wide range of products with more than 40 varieties of snacks (from different region of India)
- Worked on expansion of the products to intercity supply and further interstate supply
- Kept records for production, inventory, income and expenses.
- Determined pricing for products or services based on costs and competition.
- Created detailed report on sales.

## SKILLS

- MS Office
- Inventory management
- Merchandising
- Advertising
- Digital marketing
- Social media marketing
- Ecommerce
- Shopify, WordPress
- Brand marketing
- Omnichannel marketing
- Google ads, Facebook ads
- Email marketing (klaviyo, mail chimp)
- Lead generation
- Negotiation

## HOBBIES

- Ecommerce
- Music
- Basketball
- Documentaries
- Sci-fi movies
- Browsing

## LANGUAGES

English, Hindi(native), Telugu



Linkedin Profile