

Monica Rankawat

646-645-9170 | monica@rankawat.net | Open to relocation

SUMMARY

I am an E-Commerce Leader with 5+ years of experience managing business worth \$50MN

EXPERIENCE

KGK Group (\$50MN ARR)

New York, NY

E-Commerce Director

March 2022 - Present

- Oversaw e-commerce operations of brands including Martin Flyer, Gregg Ruth, and Sparkle Gems with an annual budget of \$5M.
- Used CRM, sales prospecting tools, and sales marketing software to close \$15M in net revenue.
- Increased diamond sales by 30% by promoting trending products on Rapnet/Rapaport platform.
- Optimized UX and boosted website performance by 20% for Martin Flyer and Gregg Ruth.
- Utilized data-driven insights to improve website through Hotjar, Google Analytics, and A/B testing, acquiring 100 new high-level clients and driving \$30M in profits.
- Collaborated with 5 marketing stakeholders to track and enhance email marketing campaigns.

Custom Men (\$15MN ARR Software Company)

New York, NY

Associate E-Commerce Director

June 2019 - December 2021

- Led digital transformation and an AR/VR mirror and WooCommerce website development, leading to \$3M in online sales growth.
- Optimized e-com platform to improve site navigation & taxonomy, boosting organic growth by 20%.
- Implemented SEO strategies to boost brand visibility & \$1M worth sales on Amazon marketplace.
- Enhanced product discoverability through website navigation, increasing conversion rates by 15%.

MonChics (E-Commerce Business)

New York, NY

Founder

June 2018 - June 2020

- Set-up an online store on Shopify. Managed full project lifecycle: strategy, design, development, testing, and implementation.
- Increased conversion rate by 35% in the 2nd month & reduced bounce rate by 40%. Managed strategic site design which resulted in 50% increase in AOV, 70% increase in visit duration.
- Designed 4 marketing campaigns on social media platforms & increased new visitor traffic by 20%.
- Executed thorough QA to site content daily, maintaining a site error rate of less than 0.5%.

Ensemble (Multi-designer E-Commerce Platform \$5MN ARR)

Mumbai, India

E-Commerce Manager

July 2017 – July 2018

- Managed influencer affiliate marketing, digital marketing, and budget for campaigns, achieving a 20% revenue increase.
- Optimized site merchandising for maximum product visibility to drive 15% growth in brand recognition.
- Used affiliate marketing platforms like Impact Radius & CJ Affiliate for influencer collaborations.
- Employed Trello for project management and Google Sheets for budget tracking.

Work Ventures (Digital Marketing Agency)

Mumbai, India

Account Manager

June 2013 - June 2017

- Executed digital marketing campaigns using AR & VR for top companies like Colgate, Jeep, L'Oreal, Asian Paints bringing in a total business of approx. \$10M YOY.
- Managed a team of 10 Account Executive/ Managers to ensure successful project delivery.
- Handled marketing budget, boosting client growth by 15% through innovative marketing strategies.

EDUCATION

**Masters in Technology Management
Merchandising & Retail Management**

**Columbia University
LIM College**

CERTIFICATIONS

Spreadsheet Modeling & Financial Accounting | **Harvard Business School**

SKILLS

Customer Experience Optimization | A/B Testing Expertise | Data-Driven Decisions | Campaign Management | Project Management | Cross-Functional Collaboration | Site Monitoring | Competitive Analysis | Product Roadmap Influence | Taxonomy Management | SEO | Digital Marketing | Product Roadmap Influence | Taxonomy Management | Marketplace Management: Amazon, eBay, Walmart | E-commerce Platforms: Shopify, WooCommerce | **Google Analytics** | **SEMrush** | **Hotjar** | **Klayvio** | **HubSpot** | **Asana**