

Anupriya Kasrija

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Expertise: Ecommerce Sales, Marketplace Management, Amazon Seller Central, Seller Onboarding, Product Development, Business Development, Marketing, B2C Ecommerce Sales, B2B Sales, Dropshipping, Client Servicing, Customer Support, Real Estate Operations

CORE MANAGEMENT COMPETANCIES

- Strong attention to detail
- Strong logical and analytical problem
- Great interpersonal skills
- Good communication skills (written and verbal)
- Be professionally disruptive, not accepting “that won’t work”
- Highly organized
- Ability to work in a fast paced environment and meet deadlines

EXPERIENCE

Total: 4 Years

Amaze Wish E-Commerce India Pvt Ltd

Jan '21-Present
Gurgaon, India

Project Manager (dropshipways.com)

Feb'22-Present

- Managed an E-Commerce project based on Dropshipping. Projects involve full life cycle development from requirements gathering to the launch.
- Leading all aspects of projects including planning, resource allocation, project documentation, client engagement under the guidance of CEO of the company.
- Leading team of 12 professions (Sales Manager, Logistic Manager, Customer Support, Catalogue Executives, Digital Marketing Executives and Interns).
- Managing the professional development and training of staff, to drive productivity and effectiveness.
- Taking care of new launches: Product selection, Content management, Category Management, Promotions.
- Launched multiple brand accounts with Categories (Clothing, Home & Kitchen, Electronics, Pet Supplies) on Amazon, Flipkart, Myntra, Meesho etc. along with Social Media presence of all brands.
- Sales boost by applying multiple Strategies such as Managing Campaigns, Running deals and coupons. Product & Keywords research, Optimizing Listings (Basic to moderate by adding A+ Contents/Videos/ Creative /Graphics) and increasing sales month on month using software to rank organically on Marketplaces (Helium10/Jungle Scout)
- Maintained product inventory, prices for campaigns & responsible for association of categories, attributes, refining product description, SEO and keyword of all the products

- Worked directly with Re-sellers to ensure proper onboarding, product listing, product images. Educating them How to enhance the Business. Developing the strategy for the sales and Business.
- Maintaining the Requirements as per the online marketplace. E.g.: - Amazon ODR, Account Health, Valid Tracking Rate etc.
- Addressing and resolving seller's roadblocks and obstacles while securing resources to efficiently complete deliverables.

Business Development Manager (dropshipper.shopperr.in)

Jan'21-Feb'22

- Planning and Executing the right model for On-boarding Sellers as desired.
- Generating Leads using Social Media posts, ads etc.
- Managing successful On-boarding of New Seller Partners.
- Ensuring the statutory Seller (KYC) documents are collected and safely maintained.
- Get them listed on site and ensure proper On-boarding.
- Assisting & training Sellers in the dashboard management.
- Hand holding sellers to list and manage inventories/ products on the portal like Amazon, Shopify.
- Guiding them about Amazon Seller Central and Addressing them to maintain Amazon ODR, Account Health, Valid Tracking Rate etc.
- Building a robust relationship with the Sellers-Gathering Market.
- Info/Competition knowledge and reports.
- Coordination with Sellers in the order fulfillment processes.
- Working closely with other teams to address and resolve
- Seller grievances like order fulfillment, returns, payment related issues.

**Axiom Landbase Pvt Ltd
Customer Relationship Manager**

**Gurgaon, India
Mar 2019- Jan2021**

DATA MANAGEMENT

- Organizing Master setup of booking forms and valuable details of customers.
- Maintaining accurate historic data of Bookings, Collections etc.
- Responsibilities of updating the Flat availability list once the booking form received.

WELCOME CALLS & VERIFICATION CALLS

- Preparing and sending Welcome Letters to customers.
- Sending mails to customers.
- Making verification calls regarding booking form details
- Helping customer define Project details like total sale area, basic rate, floor rise, rate & payment schedule.

CUSTOMER SUPPORT

- Handling customer's calls and giving clarification regarding customer's queries.
- Objection certificate etc. as may be required.
- Handling cancellation documentation and related reporting and follow up.
- Helping builder in collection of installments.

- Coordinating, handling and following-up with channel partners, agents etc.
- Making accurate rapid cost calculations and providing customers with quotations.
- Assisting client to get in touch with builder for various propaganda.
- Reminding customers regarding the due date for payments.

HOME LOANS

- Providing customer with all the necessary information & requirements to apply for home loan.
- Getting the loan processed from various Banks/NBFC's as associated with the particular project.
- Coordinating with bankers for smooth disbursement & loan related documentation.
- To keep accurate records of agreements, loans other documents such as demand letters, Allotment letters, TPA, PTM's

IndiaMart InterMesh Ltd.

Noida, India

Client Servicing Executive (Marketing)

Jul2018-Mar 2019

- Retaining and renewing customers as well as maximizing the revenue while up selling.
- Driving towards customer delight and ensuring smooth rendering of services
- Acting like a consultant to the client and offering them recommended services and solutions.
- Maximizing weekly revenues by overachieving daily targets
- Retaining and renewing customers as well as maximizing the revenue while up-selling.

Hewlett Packard Enterprise

Chandigarh, India

Internship(Social Media Marketing)

Jun2017-Jul 2017

Studied different modules of digital media marketing.

1. Social Media Marketing
2. Search Engine Optimization
3. Pay- Per-Click
4. Mobile Marketing
5. Affiliate Marketing

Constantly checking the ranking of websites. Keyword research and website statistics report.

Live Projects

- Capture Real Life Experiences of Students and Alumni as Reviews, Shiksha.com
- Identifying the target set of students and alumni from various colleges keeping the eligibility criteria in mind.
- Approaching these target people/groups through Social Medium to post their reviews regarding their college.

KEY SKILLS

Collaboration Skills, Negotiating Skills, Problem-Solving Skills, Self Motivated, Business Writing Skills, Flexibility & Adaptability

Software: Helium10

Other Packages: MS Office- Word, Excel, Power Point and Outlook.

ACHIVEMENTS

- Participated in International Conference in Guru Nanak Dev University.
- Won 3rd Prize in State level Athletes.

EDUCATION

MBA (Marketing, HR)

Chandigarh University, Gharuan

2016 – 2018

PERSONAL VITAE

Date of Birth: November 02, 1994

Father's Name: Suresh Kumar

DECLARATION

I hereby assure you that above given information about me is truth and genuine. I will put my best efforts and service while working on my jobs. I work dedicatedly and put my sincere efforts in getting the desired results.

Date:

Signature