

Pramod N

Account Management



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- Track record of providing reporting and insights across the digital channel pertaining to content, product information, assortment and competitive gaps/opportunities
- Track record of attaining consistent yearly growth both in terms of sales and revenues, as well as developing new clients/ markets, thereby expanding the customer base
- Built strong working relationships with key stakeholders for smooth business operations, experience of implementing innovative procedures and service standards
- Analysed competitor performance and market trends to provide recommendations for brand development; assisted in developing promotional strategies for brand awareness and profitability
- Determined how to effectively brand the company or its products so they appeal to customers
- Met business needs in a fast paced, expanding environment; focused on managing a wide spectrum of tasks in Vendor Management, Supply Chain Management, Sourcing & Procurement
- Exposure of leading project management functions, building & maintaining vendor relations; instituting new systems by analysing current scenarios & taking collaborative measures to enhance vendors' efficiency without compromising on quality/ cost & resolving critical issues timely
- An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills Possess sound analytical & critical thinking skills with high degree of curiosity to drive the next levels of business questions and insights; capability to constantly push personal boundaries to new levels to strengthen effectiveness

Skills

Brand management	●●●●● Advanced
Power BI	●●●●● Advanced
Microsoft Excel	●●●●● Advanced
Google Analytics	●●●●● Advanced
Budgeting & Forecasting	●●●●● Advanced

Work History

2022-04 - 2022-10 **Analyst Brand Advocate**

Lowe's Services India, Bangalore

- Overseeing one of Lowe's private brands and collaborating with cross-functional partners to improve brand performance and online consumer experience on Lowes.com.
- Managing a portfolio of over 500 items, conducting strategic analysis to discover conversion bottlenecks, and optimising product visibility on the platform.
- Using CSAT, reviews, and Q&A feedback to consistently improve the entire customer experience for assigned brands.
- Delivering reliable data and insights across digital channels about content, product information, assortment, and competitive gaps/opportunities.
- Administering one of Lowe's private brands and working with cross-functional partners to optimise brand performance and the online consumer experience on Lowes.com.
- Supervising a portfolio of over 500 goods, performing strategic analysis to identify conversion bottlenecks, and optimising product exposure on the platform.
- Providing dependable data and insights about content, product information, assortment, and competitive gaps/opportunities via digital channels.
- Analysed data from websites, mobile applications, and other digital platforms, including tracking metrics such as user behavior, traffic sources, conversion rates, and other KPIs relevant to the business.
- Created regular reports and dashboards to provide insights to stakeholders.
- Identify trends, patterns, and anomalies in the data and provide actionable recommendations.
- Identified opportunities to improve website performance, such as reducing bounce rates, increasing engagement, and improving conversion rates.

2018-09 - 2022-04 Vendor Management Associate

Appario Retail, Bangalore

- Managed over ten brands in the "Gaming Components" Subcategory, as well as onboarding new selections based on new market trends and competitor selections.
- Supervised a portfolio of over 300 products and optimising brand performance.
- Developed long-term growth strategies for my brands and setting weekly/monthly goals to track progress.
- Investigated LBB and ROOS% issues and developing a pricing and inventory plan to reduce LBBs and ROOS%.
- Administered the profit and loss for all subcategory brands, strategizing revenue growth areas, and utilising opportunity areas to reduce downstream losses and increase revenue.
- Dealt with vendor escalations, competitor pricing analysis, and catalogue issues, overseeing "RTV" negotiations and alignment in order to reduce UHI and USI.
- Partnered with multiple stakeholders to establish necessary processes and SOPs in order to better manage the business Communicated with brands on a weekly/monthly basis to discuss brand progress, build selections, promotion and deal support, supply chain issues/challenges, fill rate optimization, quarterly targets, and monthly targets.
- Acquired new skills and applied them to daily tasks to boost efficiency and productivity.
- Oversaw projects and analysed data to identify areas for improvement.

- Responsible for managing and optimizing advertising campaigns on Amazon's platform. This includes setting up campaigns, managing bids, and monitoring performance metrics such as click-through rates, conversion rates, and return on investment (ROI).
- Conducted keyword research to identify the most relevant and effective keywords to target in advertising campaigns.
- Analyse campaign performance data to identify trends, patterns, and opportunities for optimization.
- Proficient in using Amazon's advertising analytics tools to monitor performance metrics and provide regular reports to stakeholders.
- Conducted competitive analysis to identify opportunities for growth and optimization. This includes monitoring competitors' ad campaigns, analyzing their targeting strategies, and identifying potential areas of differentiation.
- Responsible for managing advertising budgets and ensuring that campaigns are delivered on time and within budget.

Education

2012-05 - 2018-06

B.E.: Computer Science

Vivekananda Institute of Technology - Bangalore