Mohit Arya

E-commerce & Operations Manager

CONTACT

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SKILLS & PROFICIENCIES

E-commerce Management
- Product Listing & Optimization
- PPC Campaign Management
- Return & Inventory Management
- Seller/Vendor Central Operations
- SAP B1 & DTW Data Upload
- B2B & Marketplace Onboarding

Technical Skills
- Microsoft Excel (Advanced)
- VBA Automation
- MySQL / MariaDB
- PHP, HTML, CSS, JavaScript
- Data Analysis & Reporting
- Custom Software Development
- Google Sheet / Spreadsheet

PERSONAL PROJECTS

- **Inventory Management Software (WareMaster)**

  Designed and developed a full-scale inventory management system using PHP, SQL, JavaScript, HTML, and CSS.
  WareMaster includes modules for Item Creation, Real-time Dashboard, Sales Entry, Return Management, Inventory Tracking, Tax Management, and Comprehensive Reporting.
  Empowered small and medium-sized businesses to efficiently manage their stock, monitor transactions, generate tax-compliant reports, and improve operational visibility with a user-friendly interface.

- **E-commerce Portal Return Management Software**

  Developed a centralized return management platform using PHP, SQL, JavaScript, HTML, and CSS. Enabled businesses to efficiently track, analyze, and report return data across multiple e-commerce marketplaces like Amazon, Flipkart, Meesho, and others, improving operational efficiency and customer service.

- **Flipkart Picklist Generator with VBA**

  Designed an Excel VBA tool to automate daily picklist generation for Flipkart, improving dispatch efficiency.

PROFESSIONAL SUMMARY

Dynamic E-commerce Manager with 9+ years of experience managing operations across Amazon, Flipkart, Meesho, and other marketplaces. Proven expertise in product cataloging, ad campaigns, return management, and operational automation through custom software and VBA tools. Strong analytical skills combined with hands-on technical abilities, driving sales growth and operational efficiency.

WORK EXPERIENCE

E-commerce & Operations Manager
Fybros Pvt. Ltd
July *2022 to Present*
- *Managed end-to-end e-commerce operations including listings, customer service, and performance tracking.*
- *Ensured platform health by maintaining compliant listings and resolving issues promptly.*
- *Handled catalog optimization, A+ content creation, and product hygiene to boost visibility and conversions.*
- *Developed cost-effective pricing strategies and maintained detailed cost/margin sheets.*
- *Conducted daily competitor analysis to stay market-relevant.*
- *Supervised warehouse operations and led a 3-member team for smooth inventory flow.*
- *Built and implemented custom inventory software to track sales, returns, and stock metrics.*
- *Managed PPC campaigns on Amazon & Flipkart to drive targeted traffic.*
- *Onboarded new marketplaces and Alpha sellers to expand reach.*
- *Prepared sales, return, and inventory reconciliation reports; assisted in budget planning.*
- *Used SAP and DTW sheets to manage monthly sales uploads and records.*

Sr. Executive E-Commerce
Pathways Marketing And Consulting Group
May 2019 to June 2022
- *Managed Seller Accounts for India Sales Corp on Amazon, utilizing Seller and Vendor Central.*
- *Proficient in Seller Flex operations: inbound/outbound inventory, order processing, and issue resolution.*
- *Generated and analyzed daily/monthly reports (inventory, sales, payments) and maintained MIS for product-wise sales on Google Sheets.*
- *Analyzed selling prices and margin structures, updating and maintaining data on the portal.*
- *Led and developed promotional strategies to improve performance against financial goals.*
- *Managed relationships with key business partners (Philips, Godrej, Bajaj, Luminous, Whirlpool, Hindware, Kohler).*
- *Monitored competitor websites to optimize product range, marketing initiatives, and customer offerings.*

- SAP DTW Creation for E-commerce Sales using Excel & VBA

  Automated SAP Data Transfer Workbench templates generation using Excel VBA to streamline monthly sales uploads.

EDUCATIONAL

IGNOU - New Delhi, India
M.A HISTORY
July 2015 — January 2017

University of Delhi - New Delhi, India
BA (Hons) in History
May 2012 — June 2015

Senior Secondary School - New Delhi, India
Sarvodaya Co-Ed Senior Secondary School
April 2011 — March 2012

Secondary School - New Delhi, India
Sarvodaya Co-Ed Senior Secondary School
April 2009 — March 2010

FREELANCE ACCOUNT EXECUTIVE | VENDOR (UK) | JAN 2020 – JUNE-2022

- *Managed Amazon.co.uk Seller account, overseeing stock, pricing, and product listings.*
- *Conducted P&L analysis to optimize profitability.*
- *Created and managed Amazon PPC campaigns to boost visibility and sales.*
- *Optimized Shopify store for increased traffic and sales.*

Sr. Executive E-Commerce
N.B. Communication Pvt. Ltd.
Mar 2018 to Apr 2019

- *Managed Seller Accounts for Candytech across multiple marketplaces: Amazon, Flipkart, Paytm, Snapdeal.*
- *Expert in cataloging with single and bulk upload across all platforms.*
- *Generated and analyzed daily/monthly reports (inventory, sales), maintaining MIS to track product-wise sales and margins.*
- *Conducted keyword research and interpreted search term results to optimize listings.*
- *Monitored and managed promotional activities across marketplaces.*
- *Oversaw inventory management and stock control.*
- *Handled sales returns and processed returns from marketplaces to the warehouse.*
- *Managed sales and marketing efforts with B2B partners like udaan.*

Sr. Executive E-Commerce
I-Smart Mobiles Technology Pvt Ltd
Jan 2017 to Feb 2018

- *Managed Seller Accounts for I-Smart across multiple marketplaces: Amazon, Flipkart, snapdeal.*
- *Expert in cataloging with single and bulk upload across all platforms.*
- *Generated and analyzed daily/monthly reports (inventory, sales), maintaining MIS to track product-wise sales and margins.*
- *Conducted keyword research and interpreted search term results to optimize listings.*
- *Monitored and managed promotional activities across marketplaces.*
- *Oversaw inventory management and stock control.*
- *Handled sales returns and processed returns from marketplaces to the warehouse.*

Executive E-Commerce
NUAN MILITARY AND COMPUTER NETWORK
Oct 2015 to Dec 2016

- *Handled seller accounts of NUAN MILITARY AND COMPUTER NETWORK across multiple marketplaces, including Amazon, Paytm, Snapdeal, Flipkart, ShopClues, Voonik, and Mr Voonik.*
- *Experienced in managing day-to-day operations through the Unicommerce platform.*
- *Led business development efforts to boost sales on e-commerce platforms through paid campaigns, inventory health management, sales rank improvement, and strategic use of relevant keywords in product listings.*
- *Oversaw the sourcing process and established tie-ups with vendors to maintain supply consistency.*
- *Managed complete inventory control and stock management, ensuring optimal stock levels across all marketplaces.*