

VAISHNAVI GARG

E-Commerce Executive · Amazon PPC & SEO Specialist

✉ vaishnavigg59@gmail.com | 📞 +91 98212 85629 | 📍 Delhi, India

CORE SKILLS

- ◆ Amazon Seller and B2B, US Central
- ◆ SEO & Listing Optimisation
- ◆ PPC / Sponsored Ads
- ◆ Inventory Management
- ◆ A+ Content Creation
- ◆ Data Analysis (Excel) (Google)
- ◆ Multi-Platform Ops
- ◆ Competitor Research

PLATFORMS

Amazon.in / com
Flipkart · Meesho · Myntra
Etsy · Noon · Blinkit
Shopify · Snapdeal
Jio Mart · Tata Cliq
Shop Clues · Health Mug

EDUCATION

B.A. — Delhi University
Currently Pursuing

12th CBSE

Govt. Girls Sr. Sec. School
2022

10th CBSE

Govt. Girls Sr. Sec. School
2020

PERSONAL

DOB: 27 June 2005
Languages: Hindi & English
Status: Single
Location: Brahmपुरi, Shahdara, Delhi

DIGITAL MARKETING & GROWTH EXPERTISE

Amazon Sponsored Ads (PPC)

End-to-end campaign setup, keyword research, product & auto targeting, bid optimisation, and ROI-focused performance analysis on Amazon.in & Amazon.com.

SEO & Listing Optimisation

Keyword-rich titles, bullet points, backend search terms, A+ content & brand story creation to maximise organic rank and click-through rate.

Amazon Metrics & Performance

Monitored GV Conversion, SCR & FC Share metrics; executed Coupons, BXGY, Lightning Deals & seasonal discount strategies to boost sales velocity.

Competitor & Market Intelligence

Regular pricing benchmarking, competitor ASIN tracking, trend analysis, and promotional strategies to maintain competitive edge.

Campaign Analytics & Reporting

Tracked ACoS, ROAS, impression share, and click data; maintained daily KPI dashboards using Excel pivot tables & Google Sheets.

PROFESSIONAL EXPERIENCE

E-Commerce Executive | Divine Hindu Lifestyle Pvt. Ltd. (2026 – Present)

- ▶ Managed Amazon Seller Central, Etsy, Noon, Blinkit & Myntra — end-to-end catalog and sales operations.
- ▶ Executed SEO-based product listing: keyword research, optimised titles, descriptions & backend search terms.
- ▶ Amazon FBA operations: shipment creation, inventory planning, stock replenishment, IXD & IB inbound management.
- ▶ Ran Sponsored Ads (PPC) campaigns — keyword research, product targeting, bid optimisation & performance analysis.
- ▶ Executed promotional strategies: Coupons, BXGY, Deals — improving conversion rates and sales rank.
- ▶ Amazon Metrics: SCR, FC Share, FBA Share, GV Conversion & Input Metrics for continuous optimisation.
- ▶ Managed Fulfillment Channels: FBA, FBM, Easy Ship and handled listing quality improvements (LIS, CL).

E-Commerce Sales Executive | Baby & Mom Retail Pvt. Ltd. (2025)

- ▶ Managed Amazon Seller Central, 3P & B2B Vendor portals — product listing, mapping, cataloging & A+ content.
- ▶ Order processing & fulfillment: Amazon Flex, Shop Clues, Tata Cliq, Jio Mart, Health Mug & Myntra.
- ▶ Jio Mart listing optimisation: title, description, attribute correction & category-level listing improvements.
- ▶ Market research & competitor analysis to adjust pricing and promotional strategies.
- ▶ Maintained daily sales & inventory reports using Excel (VLOOKUP, Pivot Tables) and Google Sheets.
- ▶ Tracked Open POs, Amazon Pie, KPIs & returns with full accuracy; learned Blinkit Seller Portal.

E-Commerce Executive | Luxelace Luxury Pvt. Ltd. (2024)

- ▶ Managed multi-platform operations: Amazon.in/com, Flipkart, Meesho, Shopify, Snapdeal — full product lifecycle.
- ▶ End-to-end product listing including bulk uploads, flat file management, A+ content & listing optimisation.
- ▶ Inventory planning, stock updates, and proactive out-of-stock prevention strategies.
- ▶ Monitored sales trends, pricing fluctuations & competitor activities for continuous performance improvement.

CERTIFICATIONS & TRAINING

3-Month Internship in E-Commerce — Hands-on training in marketplace management, listing optimisation & digital marketing.

E-Commerce | SEO | PPC | Amazon FBA | Multi-Platform Ops | Data Analytics