

Amin Ashwin Dayanand

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Profile Summary

- Results-oriented Key E-commerce Account Manager with 6 years of experience driving revenue growth and building strong relationships with major e-commerce partners like Amazon, Flipkart, Myntra.
- Proven proficiency in product management, inventory optimization, data analysis, developing and executing strategic sales and marketing initiatives to make informed decisions that maximize profitability.
- Adept at analyzing market trends, handling team and delivering exceptional customer service.
- Strong communicator and team player dedicated to achieving and exceeding sales target
- A natural leader with expertise in restricted products and a keen eye for process improvement

Work Experience

03/08/2023 – Present

Key E-Commerce Account Manager Picado Home Decors Pvt Ltd, Mumbai (India)

- **Account Management:**
 - Develop and maintain strong relationships of key e-commerce accounts, including Amazon.com, Amazon.ca, Amazon.co.uk, Flipkart, Myntra.
 - Serve as the main point of contact for these accounts, addressing their needs and concerns.
- **Sales Strategy:**
 - Develop and implement strategies to increase sales and profitability with key accounts.
 - Set sales targets and objectives, and track progress toward achieving them.
 - Identify growth opportunities and market trends to capitalize on Product and Inventory Management.
 - Work closely with inventory and supply chain teams to ensure adequate stock levels to meet demand.
 - Optimize product assortment and ensure product availability.
- **Marketing and Promotion:**
 - Collaborate with marketing teams to create and execute promotional campaigns and marketing strategies tailored to key accounts.
 - Coordinate advertising and marketing efforts to drive traffic and sales.
- **Data Analysis:**
 - Analyze sales data and market trends to make informed decisions.
 - Monitor key performance indicators (KPIs) and adjust strategies as needed.
- **Forecasting:**
 - Develop sales forecasts to plan for inventory and production needs.
 - Anticipate demand trends and adjust strategies accordingly.
- **Compliance and Reporting:**
 - Ensure compliance with all contractual agreements and regulations.
 - Prepare and present regular reports on sales performance and account status.

- **Customer Feedback and Satisfaction:**
 - Gather feedback from key accounts and work to improve the overall experience.
 - Ensure that customer satisfaction remains high.

30/11/2021 – 02/08/2023

**Team Lead (Subject Matter Expert) (Restricted Products)
Amazon Development Centre, Bangalore (India)**

- **Team Leadership and Performance Management**
 - Led and supervised a team of 15 associates, responsible for overseeing their performance and conduct.
 - Conducted comprehensive performance evaluations and analyses, consistently identifying areas for improvement, resulting in sustained high team performance.
- **Reporting and Communication**
 - Generated and distributed weekly shrinkage reports, along with providing constructive feedback via email on Quality markdown cases and internal audit outcomes, addressing associate errors.
 - Managed sensitive team matters, ensuring a conducive and respectful work environment.
- **Audit and Quality Assurance**
 - Executed audit sampling, conducted inspections, and communicated findings through regular feedback emails, covering Quality markdown cases and internal audits, with a focus on reducing associate errors.
- **AutoML and Process Improvement**
 - Played a pivotal role in the pilot AutoML team, evaluating 2425 classes worldwide and identifying 800 eligible AutoML use cases based on CPP text guidelines.
 - Successfully initiated model training for eligible classes, leading to the conversion of 380 classes onto the AutoML platform.
 - Achieved an impressive 43.5% conversion rate in Dec'22, surpassing the year-end RP goal of 35%.
 - Collaborated on the successful completion of an image-based feature pilot in partnership with the CPP/program team.
 - Contributed to the establishment of the AutoML process and development of Standard Operating Procedures (SOP) for the team's guidance.
- **Training and Incident Resolution**
 - Completed MGHD training and conducted 75 interviews as part of the team's responsibilities.
 - Possess functional knowledge across various processes/tasks within a specific program, with strong data processing abilities used for trend analysis.
 - Conducted root cause analysis and provided valuable support to managers and stakeholders in incident resolution.
 - Proposed process changes to drive metric improvements, developed and maintained work instructions, process flows, and contributed insights on SOP enhancements.
- **Environmental Protection Agency (EPA) Collaboration**
 - Collaborated with the Program team as the primary liaison with the Ops team.
 - Identified and classified 3438 False positive ASINs out of 30K, resulting in GMS savings of \$1.84 billion and the rectification of 50K incorrect TP claims on ASINs.
 - The EPA team successfully suppressed approximately 40K ASINs (\$465M T12M GMS) and preserved \$1.3B T12M GMS through business engagement and Offer Suppression (CoS).
 - Validated 115K ASINs (\$391M T12M GMS) of compliant pesticide devices, making them available for sale.
- **P2 Burndown and Metric Improvement**
 - Took the initiative to improve the TP90 metric for P2 ASINs.
 - Collaborated with worldwide POCs and initiated a P2 burndown.
 - Identified and addressed 92K ASINs in P2 INSLA and 944k ASINs in P2 OOSLA, successfully clearing the entire backlog by 01/07/2022.

30/07/2020 – 30/11/2021

**Sr. Product Compliance Associate [Mentor/SME] (Restricted Products)
Amazon Development Centre, Bangalore (India)**

ASIN Reviewer [SME]

- **Product Compliance Review**
 - Conducted thorough product reviews before they were published on the detail page to ensure legal compliance with specific marketplace regulations.
- **Pesticide Category Expertise**
 - Served as the Allocator and Subject Matter Expert (SME) for the Pesticide Category on both Amazon.com and Amazon.ca.
 - Played a vital role in resolving inquiries and assisting the team in error reduction.
- **Training and Mentorship**
 - Assumed responsibility for training and mentoring eight new hires within the pesticide category, facilitating their seamless transition from training to on-the-job production.
- **SLA Management and Escalations**
 - Managed Service Level Agreements (SLAs) and addressed escalations within the pesticide category.
- **Quality Assurance and Sales Impact**
 - Manually reviewed Pesticide High Gross Merchandise Sales (HGMS) ASINs and approved them for listing on the Amazon.com website, resulting in sales worth USD 2 billion.
 - Conducted cross-training for 20 associates from various teams within the Pesticide category, assisting them in reviewing pesticide ASINs and conducting internal quality audits.
- **Team Leadership and Efficiency**
 - Led and supervised a team of 27 associates, collectively reviewing 140,000 ASINs within a month to ensure the sale of compliant products on Amazon.com.
 - This revised version provides a succinct overview of your responsibilities, achievements, and contributions in a format suitable for your resume.

27/01/2020– 30/07/2020

**Sr. Product Compliance Associate [Mentor] (Restricted Products)
Amazon Development Centre, Pune (India)**

- **Mentorship and Process Setup**
 - Part of the inaugural group selected for the Pune node during the pilot phase.
 - Instrumental in establishing the process for restricted products in Pune.
 - Successfully cleared an Internal Job Posting (IJP) and was promoted to the role of Mentor.
 - Responsible for training and mentoring new hires, ensuring their smooth transition from training to on-the-job production.
- **ASIN Reviewer and Subject Matter Expert (SME)**
 - Conducted comprehensive product reviews before their publication on the detail page, ensuring legal compliance with marketplace regulations.
 - Served as the primary point of contact for the worldwide Pesticide category and facilitated the seamless transition of the entire category from Bangalore to Pune.
 - Acted as the Allocator and Subject Matter Expert (SME) for the Pesticide Category on both Amazon.com and Amazon.ca.
 - Managed Service Level Agreements (SLAs) and effectively handled escalations within the pesticide category.
 - Implemented error-reduction strategies for the entire team, consistently achieving monthly targets.

24/12/2018 – 27/01/2020

**Sr. Product Compliance Associate (Restricted Products)
Amazon Development Centre, Bangalore (India)**

➤ **ASIN Reviewer**

- Conducted meticulous product reviews to ensure legal compliance for products before their listing on the detail page within respective marketplaces.
- Collaborated closely with the legal team to stay updated on current policy changes and regulatory requirements.
- Classified products based on their potential hazardous risk, identifying restricted or unsafe items for proper storage and transportation, adhering to Standard Operating Procedures (SOP), vendor Safety Data Sheets (SDS), and compliance regulations.
- Worked collaboratively with the quality team to maintain synchronization between processes, effectively reducing the site defect rate.

➤ **Rule Writing and Migration**

- Conducted thorough ASIN reviews to verify that ASINs fell within the specific restrictions outlined by Amazon Policies before the launch of new rules.
- Played a key role in the manual migration of all rules from the old PCR tool to the new CPP tool as part of a dedicated team effort.

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16/10/2017 – 23/12/2018

**Selling Partner Support
Amazon Development Centre, Bangalore (India)**

➤ **Seller Support North America**

- Demonstrated effective and professional communication, both in writing and orally, ensuring clear and concise interactions.
- Contributed to fostering a positive team environment by proactively assisting team members with challenging contacts when necessary.
- Exhibited an unwavering commitment to customer satisfaction and maintained a strong work ethic.
- Consistently maintained a positive and professional demeanour, representing the company in a favourable light, and adeptly managed sensitive issues.
- Showcased excellent time-management skills, working independently while leveraging departmental resources, policies, and procedures to excel in an ever-evolving and dynamic marketplace.
- Collaborated with cross-functional departments such as Customer Service, Merchant Investigations, and Payments teams to resolve seller issues and inquiries.
- Actively participated as a team player, playing a pivotal role in assisting the team in achieving weekly and monthly targets.

➤ **Star Gate India (North America & United Kingdom)**

- Spearheaded the implementation of the Star Gate initiative during PEAK 2018, leading a team of 30 associates in the Bangalore node.
- Pioneered the cross-skilling of resources between Operating Units (OUs) in North America and the United Kingdom, creating multi-capable resources to enhance operational efficiency.
- Acted as a key member of the pilot batch for the Star Gate initiative.
- Received specialized training to proficiently handle customer contacts from both the North American and United Kingdom marketplaces.
- Achieved remarkable success with the Star Gate initiative, surpassing site metrics for both the North American and United Kingdom marketplaces.

Individual Achievements in Restricted Products:

- Recognized with the prestigious "Ace of Spade" award for exceptional contributions in the months of Q1 21, Q1 22, Q3 22 and Q1 23.
- Secured the 1st rank in the overall L3 scorecard for outstanding performance in the months of April 20, July 20, January 21, and February 21.
- Achieved the 2nd rank in the overall L3 scorecard for the month of April 19, May 19, January 20, February 20.

Hobbie

- Enjoying music as a passionate listener.
- Exploring new dining experiences and savouring diverse cuisines.
- Engaging in friendly table tennis matches.
- Participating in football games for recreation and fitness.

Academic Details

Year	Degree	Institute
2021- Pursuing	MBA in International Business	NMIMS Narsee Monjee Institute of Management Studies
2014- 2017	B.B.M in Finance	M.S Ramaiah College Of Arts Science And Commerce, Bangalore
2014	Class XII (HSC) Maharashtra State Board (Science)	Vidyavardhini's E. S Andrades College of Science (Vartak). Mumbai
2010	Class X (SSC) Maharashtra State Board	Sardar Vallabhai Patel Vidyalaya Mumbai

Personal Details

D.O.B: 14/09/1994

Known Languages: English, Tulu, Hindi, Marathi, Kannada and Spanish (Beginner).

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"I hereby declare that the information given above are true and to the best of my
knowledge and belief"

Amin Ashwin Dayanand