



CONTACT

 Pune, India

 +91 8447259475

 jyoti7515@gmail.com

SKILLS

E-commerce Platforms

Online Merchandising

Digital Marketing

Customer Relationship Management

Conversion Rate Optimization (CRO)

Inventory Management

Business Analysis

Stakeholder Management

Data Analysis and Interpretation

Market Research

Project Management

TECHNICAL SKILL

Microsoft Power BI

Excel

Basic C

C++

Basic Java

SQL

Python

Salesforce

Jyoti Jha

E-commerce and Business Analyst Professional

SUMMARY

Proficient E-commerce professional with a comprehensive understanding of digital retail landscapes and a strong foundation in business analysis. Equipped with hands-on experience in strategizing, managing, and optimizing online platforms to drive sales growth and enhance customer experience. Adept at leveraging analytical insights to identify market trends, improve operational efficiencies, and implement data-driven strategies. Skilled in conducting in-depth business analysis, SOP creation, and client requirement execution, contributing to streamlined processes and enhanced stakeholder satisfaction. Seeking to leverage expertise in both E-commerce and Business Analysis to drive innovation and operational excellence in a dynamic organizational setting.

EXPERIENCE

E-Commerce Executive | Borosil | 01/2022 – 11/2023

- Strategize and oversee the procurement and sales operations encompassing laboratory glassware, scientific equipment, and home appliances.
- Strategized and secured successful bids in multiple tenders for medical products, notably winning a 1.5 crore tender for a glass reactor, showcasing adept negotiation skills and expertise in managing end-to-end communication with buyers and customers.
- Orchestrated brand registration, OEM approvals, and product endorsements, alongside adept incident management, ensuring seamless compliance, quality, and regulatory adherence within the medical product domain.
- Spearhead E-commerce platforms such as GeM, Amazon, India Mart, and Justdial, ensuring optimal performance and marketplace presence. Drive catalog creation on GeM and streamline product approvals for channel partners, optimizing visibility and accessibility.
- Manage incident resolution for supply orders placed directly on Borosil Limited, ensuring seamless operations and customer satisfaction. Lead sales and business development initiatives, achieving substantial growth in GMV, enhancing AOV, and ensuring flawless order execution.
- Manage a diverse portfolio of 100+ products, contributing to a remarkable GMV of Rs.100Cr. Champion vendor support strategies, oversee catalogue management, and proactively address operational issues.
- Uphold delivery excellence and conduct comprehensive business analysis for continuous enhancement. Pioneer data-driven methodologies to address intricate business challenges, driving innovation and strategic decision-making.

LOCATIONS



EDUCATION

IIM Rohtak | Pursuing Executive program on Strategic Digital Marketing & Analytics. Course will be completed by December 2023

Symbiosis International University: MBA in Hospital and Healthcare Management 07/2020 - 05/2022

B. Tech | Electrical and Electronics Engineering | 06/2013 -06/2017

Marketing Manager/ Ecommerce Manager | Vitan Medical System Pvt Ltd | 01/2020 - 12/2021

- Effectively managed and supported OEM client relationships, facilitating the marketing of diverse products including lab equipment, accessories, glassware, chemicals, and medical equipment.
- Managed incident responses, ensuring swift resolution and mitigation while overseeing multiple tenders for medical products, optimizing procurement processes for efficiency and compliance.
- Led brand and product approval processes, navigating regulatory requirements, and spearheading GeM (Government e-Marketplace) management to streamline product accessibility and market presence.
- Contributed to the development and execution of marketing strategies specifically tailored to the client's product range, ensuring alignment with market needs and objectives.
- Collaborated with the team to drive product promotion initiatives, fostering brand visibility and market penetration for lab-related equipment and accessories.
- Oversaw Management Information System (MIS) documentation, ensuring meticulous records and data management, thereby facilitating informed decision-making processes.
- Proactively identified and resolved marketing-related issues, guaranteeing seamless operations and client satisfaction. Engaged in collaborative problem-solving, working with cross-functional teams to address challenges and optimize marketing strategies for the client's product range.

Junior Business Analyst | Intellect Design | 06/2018 - 11/2019

- Contributed to business and website development initiatives, actively participating in the planning and execution phases.
- Provided support for modelling activities, assisting in the creation and refinement of business models to enhance operational efficiency.
- Led the creation of Standard Operating Procedures (SOPs), ensuring clarity and consistency in processes, and effectively managed inter-relations between different operational areas.
- Conducted in-depth analysis of client requirements, translating them into actionable insights, and facilitated their execution within project parameters.
- Collaborated with stakeholders to understand their needs and expectations, ensuring alignment with project objectives and delivering on client commitments.
- Oversaw the execution of client requirements, ensuring seamless implementation and adherence to project timelines and quality standards.

- Created comprehensive technical parameters for diverse product categories. Published precise technical specifications on the GeM portal.
- Conducted Consultation Committee Meetings (CCM) involving Buyers, Sellers, and Stakeholders to gather inputs and finalize technical specifications.
- Gathered technical details from various sources including Buyers/Sellers, CCM inputs, other e-commerce platforms, and certification agencies' websites.
- Approved catalog submissions from Original Equipment Manufacturers (OEMs) and resellers before their publication on the GeM marketplace.
- Identified and flagged anomalies in various product categories. Coordinated with stakeholders to rectify anomalies in listed products.
- Recognized redundant product categories and collaborated with category owners to realign or update them. Prepared detailed reports outlining the re-alignment process.
- Ensured marketplace integrity by verifying product images, pricing accuracy, technical specification compliance, and certifications' conformity.
- Conducted regular marketplace sanity checks and performed sanitization tasks.
- Addressed and resolved concerns from both buyers and sellers related to technical specifications, catalog onboarding, and various marketplace-related issues.

PRECEDING EXPERIENCE

JSS Renewables | Project Manager | 06/2017-10/2017