



ATHUL BABU K

E-COMMERCE SPECIALIST

My Contact

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📍 Calicut, Kerala

Hard Skill

- Amazon Advertising
- Amazon Product Listing
- Keyword Research
- Keyword Optimization
- Product Research and Development
- Amazon Analytics
- Helium 10
- Microsoft Office word and excel
- Graphic Design
- Search Engine Marketing/Optimization
- Social Media Marketing
- Google Analytics

Soft Skill

- Observation
- Time Management
- Adaptability
- Multi-tasking
- Creative
- Team Player

Education

- National Institute Of Fashion Technology
Bachelor Of Design
Completed in 2017
- Sree Narayana Vidyalyayam, Kozhikode
Higher Secondary Education
Completed in 2013

About Me

I am a self motivated Ecommerce marketer and a designer seeking for learning new skills and knowledge in the same field. I've been into apparel and ecommerce Industry for the last few years with experience of selling in ecommerce portals like Amazon, Flipkart and other online selling portals. I'm passionate about my role and I believe change is always good and it builds you. I strongly believe that I can make a change.

Professional Experience

Digital Marketer and Amazon Account management
2020 - Present

Key responsibilities:

- Worked with Brand like ScanD, Arabiantcart, Yatta, Eurohigar, Cocoshell product and Optionweek
- Amazon Account Management which includes finding a best product , developing/ sourcing the product and selling it online.
- Manage catalog creation, listing products and scheduling orders
- Creating listings with A+ contents, Brand Store designing
- Managing and optimizing the ad campaigns to increase the sales

Fernweh Apparels Private Limited
2018 - 2021

Key responsibilities:

- Analyzing latest trends and Designing
- Worked closely with the vendors to get better product output
- Managing E commerce portals like Amazon and Flipkart
- Manage catalog creation, listing products and scheduling orders
- Develop new ad strategy and implement new campaigns and optimize it regularly to increase the sales.
- Manage Social Media handles (Social Media Ads)
- Handle various sets of daily, weekly and monthly business reports

Manoviraj Khosla Pret and Couture, Bangalore
2016 (Internship)

Key responsibilities:

- Trend Analysis
- Women's wear Designs
- Customer Buying Behavior Analysis

Certifications

2020	Amazon Trained Ecommerce Specialist
2019	Professional Diploma In Digital Marketing STED COUNCIL CETIFICATION