



Ashwani Kumar

Key Account Specialist

CONTACT



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Bengaluru, India

EDUCATION

Bachelor of Fashion Technology
NIFT Bengaluru
2017-2021

Senior Secondary School
Central Academy, Prayagraj
2016-2017

Secondary School
St. John's Co-ed School, Prayagraj
2016-2017

SKILLS

- MS Office
- Fast React
- Auto CAD
- TUKA CAD
- Adobe Photoshop
- Communication Design

INTEREST

- Event Co-ordination
- Travelling
- Photography
- Graphic Design

STRENGTH

- Goal Oriented
- Disciplined
- Leadership Skill
- Honest and Sincere

OBJECTIVE

Seeking a position in the e-commerce/category team, by utilizing all of my knowledge that I have come across in my academic career and work experience to contribute to the work process within the organization and associate with the organization that progresses dynamically and gives me a chance to update my knowledge, enhance my skills and be a part of a team that excels and works toward growth.

WORK EXPERIENCE

VRX Sports Private Limited - Xtep India

Key Account Specialist | E-Commerce | December 2022 - Present



Bengaluru, India

- Handling the major marketplace portals - Myntra, Ajo, Amazon, Flipkart and Nykaa.
- Responsible for the end to end ecommerce operations.
- Co-ordinating with the executive for the timely launches (Listing)
- Responsible for preparing the Buying and Inventory plan with the Merchandising team.
- Liaising with the marketplace partners to control the spike in Returns.
- Analysing the weekly/monthly sales - To monitor and work on the best sellers as well as slow moving SKUs.

Apparel Group UAE- R&B Fashion India

Junior Executive E-Commerce | December 2021 - November 2022



Bengaluru, India

- Associated with the e-commerce team and helping in the growth of the business and making it stand out in the online world.
- POC from the brand for the Amazon & Myntra portal.
- Responsible for listing the products on Amazon, Ajo & Myntra.
- Working on the qualitative and quantitative improvement of the catalog across all the platforms.
- Coordinating with the Buyers/Merchants to ensure the photoshoot samples are handed over to the e-commerce team on time.
- Follow up with the studios for smooth and timely deliveries of e-commerce images.
- Associated with the marketing team for better exposure of the brand and products.
- Monitoring the In-stock %, cut sizes, and median/pivotal size stocks for all the categories.
- Monitoring the slow-moving SKUs based on the sales numbers and glans view.
- Worked very closely with the warehouse team for smooth order fulfillment.
- Liaised with the Buyers and Merchants to better understand the products and analyze the white spaces for us in which we can explore.
- Associated with the buyers to perform a market study for competitive benchmarking.
- Reports: Daily Sales Report, Monthly P&L Report.

Okkular Pty Limited

Content Management | June 2021- December 2021



Melbourne, Australia / Remote

- Generating Australian e-commerce retailers' search reports.
- Responsible for managing the search reports in a manner so that it can absorb the e-commerce retailers and makes them Okkular customers.
- Auditing tags generated by Okkular AI model (Tag Gen).
- Responsible for annotating data for different categories.

MAS Brands India Private limited (Amante)

Retail Planning Intern | January 2021- April 2021



Bengaluru, Karnataka

Pocket Friendly Product Launch:

- The Brands with which I was associated are Amante and Everyday.
- Consumer Behaviour Research.
- Forecasted the upcoming demand for Lingeries and Sleepwears in the Indian market.
- Associated with E-Commerce Team to ensure timely launch of product across all the online platforms.
- Merchandise analysis and planning were done for online channels by associating with the Head of Ecommerce and Account Managers.
- Devise exclusive online range assortment for Paytm, Flipkart, Nykaa and Nykaa Fashion.
- Sell-through analysis monthly basis, also tracking bestseller.
- Preparing report for Weekly Business Review (WBR).



I hereby declare that the above information is true to the best of my knowledge and belief.