

# Daljit Singh

Mumbai, Maharashtra, India

 daljitsingh881@gmail.com

 +91-9987226431

 [linkedin.com/in/daljitsingh881](https://www.linkedin.com/in/daljitsingh881)

## Summary

As an accomplished Ecommerce Manager with a strong foundation in Computer Science & Engineering, I am actively seeking opportunities in roles such as Ecommerce Manager or Ecommerce Head.

With a decade of experience in successfully conceiving and executing eCommerce projects, I have a proven track record of driving business growth and optimizing online sales channels. I excel in strategizing and implementing effective marketing campaigns, managing marketplace accounts, and overseeing website development and customization.

Known for my leadership skills and ability to inspire cross-functional teams, I am dedicated to fostering a collaborative work environment and delivering exceptional results. I stay up-to-date with the latest industry trends and possess a keen understanding of customer behavior and market dynamics.

I am passionate about leveraging technology to enhance the online shopping experience, improve operational efficiency, and maximize revenue. With a proactive mindset and a results-oriented approach, I am committed to achieving organizational goals and driving sustainable growth in the ecommerce sector.

Outside of work, I find inspiration in staying active through activities like swimming and badminton, as well as reconnecting with nature.

Currently open to new opportunities that allow me to utilize my expertise as an Ecommerce Manager or Ecommerce Head, and contribute to the success of a forward-thinking organization in the ecommerce industry.

## Experience

### **Head of Digital Marketing**

Infinite Online Shopping Pvt. Ltd.

Jul 2022 - Present (11 months)

- Responsible for building and expanding eCommerce teams
- Managed and optimized marketplace accounts on Flipkart and Amazon, generating an annual revenue of approximately 50 crores
- Successfully coordinated and managed Amazon and Flipkart ad accounts for growth and increased sales
- Conducted skill development training sessions, team building activities, and optimized processes for improved team productivity
- Addressed inter-team conflicts, identified areas for improvement, and implemented necessary changes

- Actively participated in business strategy meetings, and presented new business ideas to top management
- Attended weekly meetings to evaluate performance and strategize for the future
- Contributed to new initiatives within the organization
- Led the conceptualization and creation of new D2C brands, collaborating with third-party agencies for marketing execution
- Defined brand voice, identified target audiences, and implemented market segmentation strategies
- Conducted thorough market and competitor analysis for brand onboarding
- Proficient in setting up Shopify stores, customizing themes, and integrating APIs with in-house systems
- Developed Python scripts to automate daily activities and enhance efficiency
- Established and customized WordPress websites



## **Senior Manager Ecommerce**

Infinite Online Shopping Pvt. Ltd.

Sep 2019 - Jul 2022 (2 years 11 months)

- Developed and implemented PPC strategies for Amazon Marketing Services to maximize campaign effectiveness.
- Monitored and reported on a daily basis the performance of Amazon Ad campaigns, optimizing them for better results.
- Utilized data analysis to devise marketing strategies for ongoing and upcoming below-the-line (BTL) marketing campaigns.
- Facilitated product pre-launch discussions, led brainstorming sessions, and contributed to ideation for new brands.
- Oversaw the cataloging and pricing team, ensuring accurate and optimized product listings.
- Actively work towards expanding and growing marketplace accounts, driving sales and market presence.



## **Project Manager**

Infinite Online Shopping Pvt. Ltd.

Aug 2015 - Sep 2019 (4 years 2 months)

- Spearheaded the conceptualization and successful implementation of a new business model for the Indian market, migrating the entire business from the old model to the new model within a year (from online arbitrage to inventory model).

- Defined and optimized warehouse processes, continuously improving efficiency and effectiveness.
- Pioneered the development of an in-house warehouse management system based on my recommendations and initial design proposals.
- Collaborated with cross-functional business stakeholders to plan and discuss re-engineering of business processes, driving performance improvements, optimal resource utilization, and revenue growth.
- Conducted in-depth analysis of existing business processes and in-house applications, identifying opportunities to introduce new features and enhance performance.
- Identified business needs and led the development of new applications to support the operations team.
- Identified and capitalized on new business opportunities, preparing comprehensive business plans and strategies for successful launch and execution.
- Managed the product team, providing coaching and guidance, implementing disciplinary actions when necessary, and overseeing planning and monitoring activities.
- Assumed responsibility for managing and executing marketing activities, leveraging research, strategic planning, and implementation to drive business growth.



## **Marketing Manager**

Infinite Online Shopping Pvt. Ltd.

Oct 2014 - Aug 2015 (11 months)

- Oversaw and managed Google ad accounts, implementing effective Google AdWords and SEO strategies to drive targeted traffic and maximize conversions.
- Headed the end-to-end operations of the eCommerce services business, ensuring seamless delivery of services to clients.
- Managed key client accounts, providing exceptional support and resolving any issues to ensure uninterrupted eCommerce business operations.
- Conducted comprehensive business analysis of eCommerce channels, identifying growth opportunities and formulating strategies to drive global eCommerce sales.



## **Business Development Manager**

Infinite Online Shopping Pvt. Ltd.

May 2014 - Oct 2014 (6 months)

- Proactively generated leads and conducted cold calling to acquire new accounts for the eCommerce services business.
- Scheduled and conducted client meetings, delivering persuasive presentations to convert leads into clients.

- Formed a strategic brand alliance with eBay India to expand the business and enhance market reach.
- Organized and conducted seminars for the eBay India Business Development team, raising awareness of our services and demonstrating how they can benefit eBay sellers.
- Successfully executed the onboarding and business expansion project for eBay Sri Lanka sellers in collaboration with eBay India.
- Conducted thorough business analysis for online retailers, identifying their specific requirements and pain points.
- Gathered client requirements and translated them into effective IT business solutions.
- Employed strong negotiation skills to secure favorable terms and agreements with clients.



## **IT & Digital Marketing Consultant**

### **Consultant**

May 2012 - Apr 2014 (2 years)

- Create website layouts and user interfaces using standard HTML/CSS practices.
- Install and customize WordPress CMS and themes based on clients' requirements.
- Maintain, expand, and scale clients' websites, ensuring optimal functionality and user experience.
- Design and maintain landing pages for various campaigns, enhancing conversion rates.
- Develop, implement, and manage effective marketing campaigns to drive brand awareness and customer engagement.
- Utilize Google Analytics to measure site traffic and gather insights for optimizing marketing campaigns, including email marketing, social media, display advertising, and search advertising.

## **Education**



### **IU International University of Applied Sciences**

Master of Science - MS, Cybersecurity

Apr 2023 - Apr 2025



### **Rayat Institute of engg. & Information Technology, Railmajra**

Bachelor of Technology (B.Tech.), Computer Engineering

2009 - 2012

I have studied Bachelor's of technology in Computer science and engineering



### **Guru Nanak Dev Polytechnic**

Diploma, Computer Engineering

2004 - 2008

## Licenses & Certifications



**Introduction to R - DataCamp**

e7b0f8da8e65c86ff735fe68e97a9045023fa234



**Manipal-ProLearn-Participate-Certificates - Manipal Global Education Services**

10316625



**Certificate Of Participation - Ethical Hacking Training - Internshala**

44D22BBA-EC96-DC4A-469B-E0FECD0AAEF0

## Skills

Project Coordination • Software Development Life Cycle (SDLC) • E-Commerce • Shopify • Python (Programming Language) • Amazon Marketing Services (AMS) • Amazon Web Services (AWS) • DigitalOcean • REST APIs • Web Development