



YOGESH PANDEY

E-Commerce Professional
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About Me

A dynamic professional with a multi-functional job profile & experiences of over 20 years of experience in diversified business domains viz-NGOs, Office-Administration/, Back-end Support, and E-Commerce Operations. The core specialization includes E-Commerce Operations (Non-Tech) with exclusive hands-on experience of over 10 years in the end-to-end setup of the whole e-commerce business and streamlining its process flow.

Professional Experience

- Nov, 2016 - E-Commerce Manager / HOD-Ops. | Shahnaz Husain Group, New Delhi
- Feb, 2018
- Dec, 2011 - Sr. E-Commerce Manager | M/s. R. K. Brothers, Noida
- Nov, 2016
- May, 2006 - Sr. Executive Operations | IBM Global Process Services, Gurugram
- Dec, 2011
- Apr, 2004 - Sr. E-Commerce Executive | Ferns-n-Petals Group, New Delhi
- May, 2006

Skills & Competencies

- Business Operations
- People Management
- Administrative Support
- Business Communication
- Leadership & Teamwork
- Budget & Resource Planning
- Excellent Computer Ops. Skills
- Good knowledge of Imaging software like - Photoshop & Canva
- Good knowledge of online selling & Listing at marketplaces like - Amazon & Flipkart Etc.
- Fair knowledge of Digital Marketing
- Web content management & Optimized web content writing
- Fair knowledge of platforms like - WordPress & Magento

Short-Term Work Experience

- Nov, 2003 - Operations Co-ordinator | BSES Power Ltd. Delhi
- Apr, 2004
- Dec, 2002 - Research-cum-Admin Asst. | Jigyansu Tribal Research Centre (NGO), New Delhi
- Oct, 2003
- Dec, 2002 - Research Investigator | Media Research Group (NGO), Delhi
- Oct, 2003

Education

- 2011-2012 **Bachelor of Education (B. Ed)**
Kurukshetra University, Haryana
- 2010-2011 **Post Graduate Diploma in Business Administration in HR (PGDBA)**
Symbiosis institute of Management, Pune
- 2000-2002 **Masters in Political Science (M.A.)**
University of Delhi
- 1997-2000 **Graduate in Political Science (B.A. Hons.)**
University of Delhi

Languages

- Hindi ★★★★★
- English ★★★★★☆

Summery of Major Roles and Responsibilities

E-Commerce Manager / HOD-Ops. | Shahnaz Husain Group, New Delhi Nov, 2016 - Feb, 2018

Played a vital role in setting up the company's E-Commerce Division by coordinating with the company's outsourced Technology Partner towards developing the e-commerce website (www.shahnaz.in) and streamlining the functioning/process flow of the whole department in all respects.

Key Responsibilities Included:

- SKU Preparation in line with new products launch.
- Coordination with 3rd party vendors/3PLs for various operational and fulfillment needs like - photo shoots, digital marketing, logistics, packaging, etc.
- Warehouse and inventory planning & management,
- Supervision of CRM & Fulfillment Team
- Budgeting & resource utilization with optimum output.
- Looked after end-to-end overall operations of the department.

Key Achievements

- Successfully listed the products on the website within a very short span of time right from making SKUs & their images to final upload.
- Formulated SOPs for the department that helped achieve high efficiency with zero defects in fulfillment and overall process flow. Thus, ensured zero complaints & enhanced customer satisfaction.
- Successfully able to maintain the upward sales movement month-on-month business statistical trends.

Sr. E-Commerce Manager | M/s. R. K. Brothers, Noida Dec, 2011 - Nov, 2016

This firm is primarily into the flowers and gifting business. Set up the whole E-Commerce division of the firm from scratch with the launch of its website www.floralmall.in. Formulated layout and strategies for front-end as well as back-end for creating a potentially sound e-commerce website including all the contemporary features.

Key Responsibilities Included:

- Played a substantial role as a core team member in setting up the whole e-business for the company.
- Played a vital role in product designing/descriptions/Costing & Pricing as well as their listing over the front end by making appropriate categorization.
- Coordination with IT & Software Development team for the seamless functioning of the website.
- Planning of digital marketing & website promotion through email campaigns, bulk messages, PPC, Social Media, SEO, and affiliate marketing. | Optimized content writing for the website.
- Business development through sending business proposals & approaching potential business partners.
- Billing and payment account for the vendors and in sync with the account team.
- Handling corporate communications & documentation like - drafting business agreements, franchise agreements, and MOUs, etc.

Key Achievements

- Partnered with Snapdeal.com with an exclusive sale offer that helped increased the website conversion and revenue thereof.
- Successfully incorporated International Deliveries at the website by making International Florist Tie-ups.
- Developed a PAN India vendors' network for for express deliveries.

Summary of Major Roles and Responsibilities..contd.

Sr. Executive Operations | IBM Global Process Services, Gurugram

May, 2006 – Dec, 2011

Worked for a Financial Process that pertains to one of the leading US-based banking MNCs. The line of business I work for primarily deals with Client's Credit Cards/Debit cards and Student Loans. Major applications/tools used are Rumba, CRM/G360, KANA, Diploma, and CSR.

Key Responsibilities Included:

- Analyzing and scrutinizing the applications received from the customers in order to check the eligibility for getting Student Loans
- Handling billing disputes for the credit card raised by the customer.
- Looking after charge-backs and fraud risk threats for the credit card.
- Handling debit card queries and disputes and ensuring accuracy of transactions as per the reconciliation report.
- Customer support through e-mail and ensure 100% C-SAT through First Contact Resolution.
- Handling/replying to client's escalations regarding errors and find the root cause and measures to avoid such errors in future.
- Maintaining a high level of confidentiality of customer's crucial information while verifying and updating data.

Key Achievements

- As a Group Leader, significantly handled a special assignment of improving the performance of the Bottom Performer's group within the team. Helped and mentored them to improve their processing skills and understanding of the process. Thus bringing them up to the desired level of performance.
- Received Thank You card & recognition from the Top management for providing significant support in order to improve the operational flow within the team.
- Received Super Talented Achiever Award (STAR) from IBM for excellent performance.

Sr. E-Commerce Executive | Ferns-n-Petals Group, New Delhi

Apr, 2004 – May, 2006

Ferns-n-Petals Group is India's well-known Flowers & Gifting Company, having diversified interests in Flowers (Wholesale/Retail), Event Management, Wedding & E-Commerce. I started my E-Commerce career here as a part of their pilot team and played a multi-tasking role and a great learning experience.

Key Responsibilities Included:

- Looked after online purchase transactions & order fulfillment.
- Vendor and franchise management/service – To manage and serve associated vendors & franchises across the country for their online business execution.
- Booking of Online / Offline orders (domestic as well as international)
- Telephonic and Web-based customer support like replying to customers' query emails and online chat support.
- Continuous follow-up of in-transit orders to ensure their timely execution with 100% quality satisfaction
- Looked after risk/fraud analysis and charge-backs at payment gateways.
- Looked after corporate deliveries across the country for corporate clients like ITGI, Seagate, Sapient, etc.
- Inventory and stock management for courier orders.
- Helped senior management to plan/implement new business strategies to reduce errors in the existing processes.

Key Achievements

- Hold the merit of providing excellent service to pull up the business from the latent partner websites.
- Successfully managed the catering of large order volumes on big business occasions like – Valentine's Day, Mother's Day & Rakshabandhan.
- Achieved 100% satisfaction among the corporate clients' by serving them beyond their expectations that helped retain continuous mutual business association.