



YASH TADAVI

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<https://myselfyash.com>

OBJECTIVE

E-commerce and Digital Marketing Analyst with 8+ years of experience in driving online sales and optimizing digital strategies. Adept at leveraging SEO, PPC, and data analytics to enhance brand visibility and customer engagement. Seeking a challenging role to contribute expertise in E-commerce and Digital Marketing to a dynamic team.

KNOWLEDGE

- E-Commerce
- Graphic Design
- Affiliate Marketing
- Digital Marketing
- SEO
- Basics of Web Design
- Wordpress
- Sublimation Printing
- Computer Hardware
- Video Editing
- Keyword Research
- Tableau
- Business Development
- Product Development

CERTIFICATION

- Fundamentals Of Digital Marketing
- Professional in Multimedia

EDUCATION

Bachelor's Degree – Commerce

2006 - North Maharashtra University, Maharashtra, India.

WORK EXPERIENCE

Promate Technologies – Business Development Executive

March 2023– Present (Dubai, UAE)

- Develop and implement e-commerce strategies to increase sales and revenue.
- Manage multiple e-commerce platforms, including Amazon Marketplace / Vendor, Noon, and over 20 other platforms, ensuring consistent brand representation and optimized product listings.
- Conduct thorough market research and analyze customer data, leveraging insights to identify emerging trends and capitalize on growth opportunities.
- Build and maintain relationships with vendors, suppliers, and strategic partners, fostering seamless collaboration, and ensuring the punctual delivery of products and services.
- Manage inventory and logistics to ensure timely and cost-effective order fulfillment.
- Create and manage ad campaigns on various online platforms, ensuring optimal keyword selection, and considering SEO/SEM strategies, pricing strategies and promotions to drive sales
- Create and manage advertising campaigns on various platforms, ensuring optimal keyword selection and considering SEO/SEM strategies, pricing strategies, and promotions to drive sales.
- Manage brand management activities, including overseeing Amazon Brand Registry, raising tickets for IP Act violations, proactively enforcing trademark rights, and securing the brand from unauthorized use.

Pact Employment Services - Sales Executive

March 2022– March 2023 (Dubai, UAE)

- Built business reach by generating leads through a combination of online and offline methods.
- Conducted research, established contact, and recommended solutions to customers' needs.
- Maintained relationships with clients by providing support and information in response to inquiries.
- Effectively communicated brand information to customers, educating them about the product's features and benefits.
- Demonstrated a consistent track record of surpassing sales targets, highlighting the ability not only to achieve but also to exceed set goals.
- Managed and enhanced the contact database, updating profiles, adding insightful notes, and incorporating necessary information for streamlined communication and relationship management.

E-Commerce & Digital Marketing Analyst

December 2017 to December 2021 (Part-time)

(Amazon, Flipkart, eBay, etc – Pune, India)

- Conducted in-depth market research and analysis to identify trends and insights, utilizing findings to develop effective merchandising strategies with a focus on trend analysis and

APPLICATIONS

- MS Office
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Sound Forge

SKILLS

- Direct Sale
- B2B
- B2C
- Co-ordination
- Team work
- Leadership
- Business Process Improvement
- Quality Assurance

Visa Status

Employment Visa

www.linkedin.com/in/myselfyash

Language known

- English
- Hindi
- Marathi

Address:

Burjuman, Dubai.

market research.

- Created and managed product listings and landing pages using web design and graphic design tools, such as Photoshop and Video Editing Software, incorporating search engine optimization (SEO) tactics for increased visibility and website traffic.
- Developed and executed comprehensive e-commerce strategies to optimize conversion rates, drive sales, and enhance customer satisfaction through online retail product management and sales optimization.
- Optimized e-commerce fulfillment operations, reducing costs and streamlining order processing, leading to improved profitability. Utilized web analytics and A/B testing to drive improvements.
- Executed paid advertising (PPC), affiliate marketing, digital marketing campaigns, social media advertising, and email marketing to effectively reach and engage customers.
- Conducted regular price checks and quality assessments to maintain competitive pricing and uphold high product standards.

Allstate – Business Analyst

February 2015 to November 2021 (Pune, India)

- Analyzing customer behavior, insurance sales, and other key performance metrics related to the company's online presence.
- Identifying opportunities to optimize the user experience and increase online sales by analyzing website traffic, customer feedback, and market trends.
- Collaborating with cross-functional teams such as marketing and IT to develop and implement strategies to improve the company's online presence and digital customer experience.
- Developing and presenting reports, dashboards, and other visualizations to communicate key metrics and insights to stakeholders.
- Staying up-to-date with industry trends and best practices related to e-commerce and digital customer experience, and making recommendations for the company's strategy and tactics accordingly.

Affinity Express – Graphic Designer

June 2008 to February 2015 (Pune, India)

- Conceptualized, designed, and executed various print and digital advertisements for US-based clients according to their specifications.
- Created and maintained layouts, templates, and unique branded looks for US newspapers, aligning them with upcoming festivals.
- Collaborated closely with onshore partners to gather and define requirements, establish scopes, and manage project milestones.
- Conducted in-depth product design tests using various software, models, and design systems to ensure the delivery of high-quality results, including thorough proofreading.
- Applied creative expertise to present marketing concepts and upcoming festivals that resonate with the publication's brand and goals.
- Collaborated with multiple departments to create high-quality images and illustrations, enhancing publications and presentations.

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