

SAURABH SINGH

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H-729/B Dwarka Sec-7, New Delhi

Category Manager

Business Strategy

In-Stock

ABOUT ME

Dynamic and results driven e-commerce professional with over 4 years of experience in business strategy, marketplace operations. I have a strong track record of co-owning P&L, planning inventory, forecasting demand, and building strategies that fuel business growth across platforms like Flipkart, Amazon, and Myntra. Skilled in developing long-term vendor partnerships.

PROFILE

- Business Strategy & Category Growth
- Marketplace Operations
- Vendor Management
- P&L Ownership & Profitability
- Demand Forecasting & Inventory
- Product Portfolio Optimization
- Selection Expansion & Promotions Management
- Market & Competition Analysis
- Data Analytics & Business Insights

WORK EXPERIENCE

LOOMANTHA ENTERPRISES PVT. LTD.

2023-2025

AT E-COMMERCE TL

Worked as an E-commerce Manager at LEPL, where I was responsible for managing multiple in-house and partner brands including VGR, SH-RD, COSMO, CORNELS, and LEPL

VGR

- Scaled brand's annual worth from ₹140 Cr to ₹230-250 Cr through strategic e-commerce execution.
- Managed ₹10L monthly ad spend across Amazon, Flipkart, Myntra & Blinkit delivering a strong 12x ROI.
- Handled listings, pricing, inventory, A+ content, and promotions to drive consistent growth.
- Boosted monthly sales from ₹12 Cr to ₹20 Cr by leading operations and marketing with team collaboration

SH-RD

- Played a key role in launching SH-RD (premium haircare brand) in India in 2025.
- Managed everything from content, listings, and pricing to platform readiness before launch.
- Personally built and launched the brand website - www.shrd.in.
- Ensured strong marketplace presence and ran early ads to boost visibility from day one.

LEPL

- Personally focused on optimising listings and driving organic sales without heavy ad spend.
- Built strong brand presence in the market through smart pricing and content strategy.
- Achieved consistent results with an average net profit margin of 40%.

COSMO/CORNELLS

- Personally focused on optimizing listings and driving organic sales without heavy ad spend.
- Built strong brand presence in the market through smart pricing and content strategy.
- Achieved consistent results with an average net profit margin of 40%.

SHIV SHAKTI ENTERPRISES PVT. LTD.

2022-2023

AT E-COMMERCE HEAD

INKMILAN

- Led the complete e-commerce operations for the brand while managing and guiding the internal team.
- Focused on improving ad performance and optimizing campaigns to boost ROI.
- Successfully converted a majority of ad leads into website traffic and direct sales.
- Played a key role in building a strong online presence across marketplaces and the brand's own website.

KIDOLOGY

- Contributed to building and scaling the brand's e-commerce presence from the ground up.
- Handled product listings, content optimization, and platform setup across marketplaces.
- Supported team efforts in ensuring consistent order flow, customer experience, and backend coordination.

MI FASHION PVT. LTD.

2021-2022

AT E-COMMERCE EXECUTIVE

- Worked across major e-commerce platforms like Amazon, Flipkart, and Meesho for brand operations.
- Handled regular tasks including product listings, price updates, order processing, and return Management.
- Gained hands-on experience and improved marketplace skills through consistent execution & Learning.

EDUCATION

2020-2023

BACHELOR OF COMPUTER APPLICATION

Successfully completed BCA from Dr. BR Ambedkar University Agra with 73%
Completed with a strong academic record. focused on core areas like E-commerce Operations, CRM, Business Marketing , and Online Platforms.

ADDITIONAL INFORMATION

BUSINESS & TECHNICAL SKILLS

E-commerce Operations, Marketplace Management, Product Listing Optimisation, PPC Advertising, A+ Content Creation, Catalog Management, Inventory & Order Handling, Pricing Strategy, Campaign Performance Tracking, ROI Analysis, Keyword Research & SEO, Website Management, Data Analysis, Team Coordination, Customer Experience Management.

ONLINE PLATFORMS & DIGITAL TOOLS

Amazon, Flipkart, Meesho, Jiomart, Myntra, Tata Cliq, Snapdeal, Blinkit, Zepto, Tata 1mg, First Cry, AI Tools, Advance Excel, Microsoft Office

PERSONAL DETAILS

Name	Saurabh Singh
F. Name	Mr. Satyaveer
Address	H-729/B Dwarka Sec-7, New Delhi
Nationality	Indian
Languages.	Hindi, English