

Nitesh Malviya

Business Manager –
Ecommerce & Modern Trade

Personal Info

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Date of Birth:
18-04-1997

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Online Certifications

- Completed a MS Excel Training Course by Udemy
- Email Marketing for Business Currently Pursuing – Enhancing Leadership Skills from IIM-A

E-commerce & Modern Trade Manager with 7 years of work experience in driving business growth and market expansion. Expertise in strategic planning, partnership development, and data-driven decision-making to optimize sales performance and achieve objectives.

Experience

Sugar Cosmetics –
Key Account Manager Partner Portals (Apr 2024 – Present)

Key Responsibilities

- Explore New Business Opportunities & Close Leads with Potential Accounts
- Negotiate & Close Commercial TOTs & Agreements with Partner Portals
- Manage Product Listing, Content Hygiene & NPIs across platforms
- Align & Execute Growth Strategies coordinating with Category/Marketing Managers from PP Team
- Manage PLA Ads using Partner Portals platforms (Have worked on Blinkit / Swiggy / Myntra / Purple Ads Portal)
- Manage Inventory & Forecast for maximizing fill rates of POs & product availability at hyperlocal level
- Coordinate with Internal stake holders & Ecom clients for Book Keeping/ Accounts Reconciliations & Payment Follow ups

Key Accounts Handling – Blinkit, Swiggy Instamart, Nykaa, Myntra

Achievements: Managing to scale Business with 2x Growth within a span of 4 months

Managed to scale Business Turnover from 3lacs to 77 lacs worth of Offatke Sales in span of 4 months for Blinkit

Beiersdorf India Pvt Ltd –
E-Commerce & Modern Trade Manager Oct 2023 – Apr 2024)

Key Responsibilities

- Open new accounts under Modern Trade & E-commerce
- Negotiate & Close Commercial TOTs & Agreements with MT/Ecom Accounts.
- Appoint & Manage Distributors to streamline logistics for flawless operations
- Plan, Execute & Review Marketing Campaigns for sales growth & capture market share for Ecommerce (Worked on Amazon AMS) & other ecommerce accounts
- Execute Marketing Strategies/ Consumer Promos & Introduce new products launches, aligning with the given Budget for Key Accounts
- Manage & take accountability for the P&L statement.
- Plan Sales Forecasts, Aligning with Targets & Co-ordinate with Internal Stakeholders for Stock availability to ensure maximum fill rates to accounts
- Manage team of Sales Executive's /Sales Officers & Promoters for Retail Store operations
- Manage Digital Catalogue & Optimize Listing for enhancing user experience
- Coordinate with Internal stake holders & MT/Ecom clients for Book Keeping/ Accounts Reconciliations & Payment Follow ups

List of National Accounts Managed – Reliance, Amazon, Flipkart, BigBasket, Pharmeasy, Tata 1mg, Blinkit, Zepto, Swiggy, StarBazaar, Booker

Achievements: Associated & Closed National TOTs along with Trent Hypermarket, Jumbotail's

Tools Used & Familiarized With

- Amazon AMS
- Facebook Ads Manager
- Amazon / Flipkart/ Marketplaces console
- Adobe Photoshop
- Shopify / Openkart/ Magento
- Mail Chimp for SMS & Email Marketing Campaigns

Anchor Consumer Products Pvt Ltd – E-Commerce & Modern Trade Manager (Feb 2019 - Oct 2023)

Key Responsibilities

- Onboarding Brand & List Product by associating with MT & Ecom Accounts
- Explore New Opportunities for Business & Close leads - Negotiating Commercial TOT & Agreements
- Manage P&L, Ensuring Growth for MT & Ecom Accounts
- Plan & Execute Marketing Activations & Consumer Promos with MT & Ecom Accounts
- Manage Digital Catalogue and Optimize listings to enhance user experience across Ecom Platforms
- Coordinate with Internal stakeholders for managing Logistics & Ensure Stock Availability to maximize fill rates
- Manage to get timely payments & reconciliation done, coordinating with key stakeholders

List of National Accounts Managed – Dmart, Reliance, Amazon, BigBasket, Pharmeasy, Tata 1mg, Netmeds, Booker Wholesale, Lulu, Metro C&C, MoreRetail, Nykaa & Other Regional Accounts

Achievements: Associated & Closed National TOTs along with Reliance, Pharmeasy, Tata 1mg, Amazon, Netmeds, Tata1mg, Nykaa.

Healthy Karma Foods Pvt Ltd (FabBox) – Marketing & Sales Executive (May 2017 - Jan 2019)

Key Responsibilities

- Approach and onboard FabBox on ecommerce platforms, negotiating (TOT) and Agreements for brand association
- Ensure product availability across marketplaces & ecommerce platforms.
- Manage product listing & optimize user experience on the FabboxStore using Shopify
- Coordinate with internal stakeholders and oversee order fulfillment for Marketplaces & D2C Store
- Strategize and execute, email, SMS/WhatsApp campaigns to acquire new customers and drive repeat purchases for
- Manage social media ads to acquire new customers
- Manage End to End - Offline Events & Exhibition participations of brand

Educational Background

June 2014 - March 2017 - Bachelor of Commerce
(Specialization in Marketing & HR) – Passed with A Grade from Ghanshyamdas Saraf College affiliated with Mumbai University

I hereby declare that the details mentioned above are true to best of my knowledge.

Nitesh Malviya