



P E PRABHU

Mobile +91-7845300608 Email id: rajape.83@gmail.com
Profile Link: www.linkedin.com/in/prabhu-pe-a5a2b6139
Location: Chennai, Tamilnadu, India.

SUMMARY

A competent ecommerce professional with more than 14 years of work experience. Specializing in managing online sales channels account management, optimizing product listings, increasing customer experience, and driving revenue growth.

Having a proven track record, I am eager to contribute my skills and experience as an Ecommerce manager in e-commerce operations, strategy development, customer-centric approaches, and team leadership to achieve and exceed the company's objectives.

WORK EXPERIENCE

Assistant Manager - E-commerce 07/2024 - Present

GRT Jewellers Private Limited Chennai, TN, India.

GRT Jewellers, one of India's premier jewelry brands, is celebrated for its exceptional quality and a diverse range of exquisitely designed collections.

- Lead the E-commerce Catalog Team, responsible for managing the complete product lifecycle—from product intake to live listing across all digital platforms.
- Ensure accuracy and consistency of product data, including titles, descriptions, images, specifications, and pricing, in alignment with brand guidelines.
- Collaborate with cross-functional teams such as photography, content, merchandising, and pricing to streamline product readiness and timely launches.
- Oversee the creation and maintenance of category structures, filters, banners, and landing pages to enhance user experience and drive online conversions.
- Monitor catalog KPIs and implement continuous improvements to boost product discoverability, SEO performance, and operational efficiency.
- Play a key role in executing seasonal campaigns (e.g., Diwali, Rakhi, Valentine's Day) by ensuring timely catalog updates and promotional readiness.
- Liaise with internal IT teams and external partners to resolve technical issues, improve system workflows, and support backend enhancements.
- Mentor and guide a team to maintain productivity, accuracy, and timely execution of catalog tasks.

E-commerce Manager 03/2023 – 06/2024

BiggBrands Riyadh, kingdom of Saudi Arabia

BiggBrands is an online distribution platform brought to life by one of the strongest E-Commerce groups in Turkey, with more than 20 years of experience.

- Managing the B2C operation on major e-commerce marketplace accounts like Noon. sa /Amazon.sa / Mumzworld.sa / Carrefour.sa

Daily activities consist of marketplace Catalog Management / Order processing /Inventory update / Pricing / Customer Queries / Websites Analysis / Marketplace Campaign coordination / Warehouse operations supervision on shipments movement, Inventory & Storage space control, Returns management / Sales and reporting/ Weekly Shipment prep for Noon FBN & Amazon FBA.

E-commerce Manager 01/2022 - 02/2023

Bhawar Sales Corporation Chennai, TN, India

The Bhawar Group is the preferred partner for premium international brands like Zippo, Weber, Callington, Dalin, Echolac, Mr. Glean, Gillette & Puma for new Gen E-Commerce, Distribution, and Retail business.

- Managing the B2C & B2B operation on major e-commerce marketplaces likeAmazon. in/Flipkart/Big basket/TataCliq/Nykaa/Netmeds/Myntra

Order Management/Price & Inventory Management/Product Listing/Content update/FBA Shipping/ Customer Queries/website analysis / Marketplace Campaign coordination/Online Retail Sales & Reporting/Warehouse Assistance & conducting monthly performance reviews of team members.

ACHIEVEMENTS

Award

Amazon - Received R&R (Rewards and Recognition Award) for Outstanding Performance and lasting contribution to RBS (Retail Business Services) - November 2012

Received first among equal awards for providing vendors with first-touch resolution for their queries and best vendor support.

SKILLS

Team Leadership & Management ·

Marketplace Account ManagementE-

commerce Strategy Development ·

Product Management ·

Inventory Management ·

Cross-channel Integration ·

Customer Relationship Management ·

Warehouse Operations Supervision ·

Data Analysis & Research

LANGUAGES

English Proficient

Hindi Advanced

Tamil Native

Telugu Native

VOLUNTEER PROJECTS

Jarir Bookstore

2018 Riyadh, Kingdom of Saudi Arabia

Quality Assurance.

- Attribute Sequence, Missing Attribute Update, Item Classification check, and Missing Images Update for Non-IT products for GL Class: School Supplies/Office Supplies/Art and Crafts for 2500+ SKUs
Onboarding online exclusive new product BABY-G and G-Shock Watches in jarir.com
Brand Logo optimization and sourcing for e-commerce warehouse operations.
Adding a Trademark for brands using the Saber Platform - Saudi Standards, Metrology, and Quality Organization.

Amazon

2012 Chennai, TN, India

Above and Beyond

- Creating variations for items which were created in 6 months across all four categories Kitchen, Home, Lawn - Garden & Pets. Coordinating Blurb consolidation with teams from different categories to standardize the SOP. Preparing Cross GL process training documentation which helps in training the new associates and posting the same on the Amazon Wiki page for future references.

EDUCATION

Bachelor of Business Administration

University of Madras
2003 - 2006

PERSONAL INFORMATION

Nationality: Indian

Passport number: V5064246

Passport expiry date: 14/12/2031

EXPERIENCE

Senior E-commerce Executive

08/2020 - 12/2021

Praba's VCare Health Clinic (P) Ltd

Chennai, TN, India

Vcare pioneer in producing hair and skin care products and provides clinical support for hair problems and advanced hair treatments.

- Ecommerce B2C & B2B operation management. Marketplace account handling Amazon Seller Central/Flipkart/ Paytm Mall / Netmeds/Pharmeasy / Qtrove / Hecmo.com/ Purplle.com.
- Daily activities consist of marketplace orders processing / Inventory updates / Pricing /Customer Queries / Websites Analysis / Marketplace Campaign coordination /Warehouse operations coordination/Amazon FBA Shipment prep/ Sales and reporting/ New Marketplace onboarding/ Price Negotiation.

E-Business Content Coordination

07/2017 - 02/2020

Jarir Bookstore

Riyadh, Kingdom of Saudi Arabia

Jarir.com is the largest retailer of books and consumer electronics in Saudi Arabia.

- Catalog management - Conduct Audit for non-IT items under the Categories of School Supplies, Office Supplies, Kids Developments, and Arts and Crafts. To make sure the website functionality is fully operational.
- Products Digital Photography, Image editing using Adobe Photoshop, Requesting Item images from neither vendors nor suppliers. Running reports for Item Images to be taken and Item images to be updated for all GL Classes. Especially School Supplies Category in Major Promotions such as "Back to School Offers".
- Preparing Weekly & Monthly Quality analysis reports for the Buyers and recording the errors in the scorecard.

Catalog (NIS) & Vendor Support Associate (AVS)

11/2011 - 03/2017

Amazon Development Centre India Pvt Ltd

Chennai, TN, India

Amazon.com/ is the world's largest online retailer and a prominent cloud services provider manufacturer of electronic book readers, and Web services provider.

- ASIN (Amazon Standard Identification Number) Creations New Products Setup – Categories (Kitchen, Lawn - Garden & Pets)
- Post ASIN Creation – Adding and Updating Product information based on vendor request.
- Creating Product Variation for Customer selection based on vendor request. Handling Vendor Queries and providing quick resolution within the agreed SLA
Preparing FAQs based on the vendor queries.
- Preparing SOP for Training purposes.
- Setting up weekly calls with Vendor managers and Vendors with complex queries with needed approvals to process.
- Coordinating with the internal teams to fix product listing issues.
- Supporting Amazon.com vendor queries for product lines such as Kitchen, Home, Lawn-Garden & Pets.
- Supporting Amazon.UK vendor queries for all product lines such as soft lines, Consumables, Consumer Electronics, Home & Leisure, Media, Hardlines, Automotive, andBISS.

Process Associate

11/2008 - 08/2011

Tata Consultancy Services (TCS E-Serve)

Chennai, TN, India

TCS-e-serve it's an IT Services and IT Consulting company that also provides banking operations support for multinational investment banks and financial services corporations such as Citi Bank.

- Citibank International Investment Banking backend operations for Bahrain, Egypt in CEEMEA (Central East European Middle East Africa Investments Operations)
Operation Process - Mutual funds, Bonds (FIS) & Structure notes – From Nov 2008 - Feb 2010
- Citibank UK Clients Investments & Brokerage Operations (International Personal Banking Operations) IPB. Operation Process - Mutual funds & Brokerage - From Feb 2010 - Aug 2011