

Shreya Gupta

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Career Objectives

I generated highest revenue amongst my new hire batch for which I gained visibility across the advertising team. Accomplished and creative Executive Manager possessing multifaceted experience and proven ability to re-energize and restructure organizations, develop strategic initiatives and capture emerging business opportunities. Results-oriented, decisive leader adept at forging lucrative relationships with key partners, vendors and clients. Recognized for turning around struggling company operations to achieve sustained growth.

Education

New Horizon college of Engineering

Bachelor of Engineering (Electrical and Electronics Engineering)
62%

July 2014 – June 2018

S.D.B.M Women's college

Maths Science
60%

June 2010 – July 2013

Work experience

Amazon, Bangalore, India

E- Commerce Company

Nov 2018 – Feb 2022

Associate Account Specialist:

- Taking complete ownership of assigned accounts. Reviewing every account.
- Managing and driving the growth of the seller's business: Build and execute on a strategic account plan that delivers on key business opportunities for the seller and Amazon.
- Analyzing the business: Conduct deep dive analysis and provide routine executive-level reporting on the seller's current business and future opportunities. Publish recommendations and action plans based on data.
- Providing thought leadership around planning, road maps and execution.

Optimization Specialist:

- Managing the seller relationship by championing the seller's needs at Amazon. Build strong communication channels at all levels of the seller's organization, set proper expectations, provide clear status communications, and manage towards a growth plan and work with sellers to improve operational aspects of their business in providing a great consumer experience.
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Cognizant, Bangalore, India

Feb 2022 - Present

Senior Process Executive

- Handling Top Brands of Amazon, India
- Providing thought leadership around planning, road maps and execution
- Analyzing the accounts and working on the improvement of the brand performance
- Helping the brands to grow in different platform and generating the revenue by providing the media plan for their account

Certification:

- Certified by Amazon Advertising head India as the best and highest test tool user which we are using to generate the reports.
- Google Ads Search Certification
- Social Media Marketing

Skills:

- Amazon Marketing Services (AMS)
- Google Analytics, Google AdWords, Market Research
- Account management, Campaign Management and Account Analysis
- MS-Excel, Power-Point and SQL

Additional information

Languages: English (fluent), Hindi (Native).

Interests:

- I'm the member of Goodera, I'm interested in serving unprivileged children.
- Playing Badminton and other outdoor games, Learning and exploring new things.