

AKSHITA SARASWAT

SR. ASSOCIATE ACC MANAGEMENT, AMAZON

Professional Summary

4 years of experience in ecommerce. Presently working as Sr. Associate Account Management, Amazon.

Possess good understanding of Amazon Selling Advertisement/PPC Campaign Creation, Optimization and ACOS Management.

Job History

Sr. Associate Account Management 2022 – Present
AMAZON, BLR

Helping IN sellers to sell on Amazon Selling Platform.

Giving recommendations and inputs to new sellers (NSS) to increase the visibility of products.

Working on key metrics- Prime Adoption, CAQ Score, Advertisements, Coupons and Lighting Deals.

Working with campaigns- Prime and Dormancy.

Marketplace Specialist 2021 – 2022
COMFORT CLICK- DARSHAN SOFTECH PVT LTD, HYD

Created and optimized different types of PPC campaigns on Amazon ES Selling Platform. Managed PPC campaigns such as Display ads CPC, Display ads CPC, Display Ad Impression VCPM, Audience Retargeting, Banner Ad, Single KW Campaign, Single Ad Grp Campaign, Multi ASIN targeting, Video Ad, Broad Campaign, Phrase Campaign, Exact Campaign, Category Targeting.

Targeting such as Keyword targeting, Product Targeting, Self targeting, Automatic targeting (Loose match, Close match, Substitutes, Complements), Bid placement and managing lower Acos.

K/w research, Competitive Analysis by tools such as Helium 10 (Xray and Magnet) and Merchant Words. Used Keepa for Price Tracking, Used Brand Analytics.

Account Manager 2018 – 2021
E2FACT SELLERGIANTS PVT LTD, BLR

Managed IN Seller Accounts on Amazon Selling Platform. Created and managed advertisements, acos management, coupons, deals, listings.

Contact Me

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Agra, UP | IN

Expertise

PPC

Knowledge on SQL

Helium 10

Merchant Words

Keepa

Seller A/C Mgmt

Qualification

Bachelor Of Technology, EC2012
– 2016
FET Agra College, Agra

Languages Spoken

English

Hindi

Ensuring everything is updated correctly on detail page and everything is as per the guidelines of Amazon.
