


# Devendra Patil

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 <http://www.devendra-patil.com>

## Summary

Hi, I'm Devendra, an eCommerce Sales Professional with 2 Years of Core experience in driving sales through the online channel

Experienced and skilled in

- > eCommerce Optimization
- > Marketplace Selling.
- > Marketplace management & optimization
- > Formulating brand, category and product level digital strategy.

I have my own eCommerce store. I source products for reselling from different manufacturers and suppliers listed on IndiaMart. My eCommerce store crossed sales of Rs. 5,00,000 within the first 6 months of its launch.

I also have an internship experience in "Basic Digital Marketing" and "SEO".

Working with eCommerce and Social Media is my core area of interest

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Visit My Portfolio: [www.devendra-patil.com](http://www.devendra-patil.com)

Email: [devendra@shoperfect.in](mailto:devendra@shoperfect.in)

Looking forward to e-see you ;)

## Experience



### Amazon Seller

Amazon

May 2021 - Present (6 months +)



### Ecommerce Strategist

Shoperfect.in

Sep 2020 - Present (1 year 2 months +)

Handling all the eCommerce related operations like:

- >Product Research
- >Sales planning
- >Paid Ads
- >Inventory Management
- >Communicating with logistics partners to make sure the products reach the customers.

>Addressing customer complaints on phone and email.



## **Business Analyst**

ViralMint

Jul 2021 - Sep 2021 (3 months)

Worked for several eCommerce clients like GharSoaps, RustikPaushtiq, IndiaHempOrganics, mCaffeine, etc

- Creating Audit reports for the prospective clients
- Creating a monthly media plan for the clients
- Launching different campaigns in accordance with the execution plan
- Monitoring the campaigns' performance on daily basis and trying to optimize it as per the client goal
- Preparing weekly and monthly performance reports
- Handling weekly and monthly performance calls with the clients



## **Shopify Partner**

Shopify

Jan 2020 - Jul 2021 (1 year 7 months)

Creating and designing Shopify e-commerce stores



## **SEO Intern**

PixelTrack ®

Jan 2021 - Mar 2021 (3 months)

Keyword Research

OnPage SEO

OffPage SEO



## **Digital Marketing Intern**

PixelTrack ®

Feb 2020 - May 2020 (4 months)

Learnt Basics of Digital Marketing

Ran Facebook and Google ads for eCommerce store

Created sales/landing page for the internship program

Created Zapier automation for landing page

## **Education**



### **AISSMS IOIT, Pune**

Bachelor of Engineering - BE, Electrical Engineering

2014 - 2019

## **Licenses & Certifications**



**Certified Ecommerce Marketing Specialist** - DigitalMarketer

 **Facebook Ads Mastery** - DigitalDeepak.com  
cert\_dfg006vb

 **Google Ads Mastery** - DigitalDeepak.com  
cert\_x9qlms63

 **Zapier Mastery** - DigitalDeepak.com  
cert\_ndncxm8x

 **HIIT SEO Internship** - PixelTrack ®  
ecdsa-koblitz-pubkey:0x0979b0f18e8fb4619c05be8f1614871aa948762a

 **Digital Marketing Intern** - PixelTrack ®

 **LinkedIn Workshop** - GrowthSchool

## **Skills**

E-commerce • Paid Social Media Advertising • Elementor • Social Media • Google Ads • Canva •  
WordPress • Facebook Ads • Zapier Automation • Shopify