

# AAMIR GHADAI

## Marketing, Ecommerce & Merchandising Specialist

Dynamic Media & Marketing Professional | 10 Years in Marketing, Digital Commerce, Brand Development  
Online Merchandising, Cost Optimisation, Cross functional Stakeholder and Vendor Management

*B Com, M Com, MBA (Marketing) | Entrepreneurial Leader | Marketing & Ecommerce Expert*

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### Executive Profile

- **Ecommerce Strategy Development:** Results-oriented eCommerce & Merchandising Specialist with a demonstrated ability to develop and manage end-to-end digital commerce strategies that enhance online brand experience, drive conversion, and boost revenue performance across multiple retail platforms.
- **Ecommerce Operation Management:** Results-driven eCommerce Specialist with proven expertise in managing daily store operations including product listings, inventory sync, pricing, promotions, and content updates. Skilled in streamlining order processing, fulfilment, returns, and customer service coordination to deliver a seamless post-purchase experience and boost customer satisfaction.
- **Data-Driven Strategy & Performance Optimization:** Demonstrated expertise in data-led eCommerce strategy, skilled in analysing sales trends, customer behaviour, and digital performance. Proficient in tools like Adobe Analytics, Edited, Content square, Kantar, and Bazaar voice to deliver actionable insights that optimize product, marketing, and UX outcomes.
- **Stakeholder & Vendor Relationship Management:** Worked and maintained strong relationships with marketing, design, buying, and inventory teams to build cohesive, profitable product assortment strategies. Ensured seamless integration of seasonal campaigns, content, and product drops into the eCommerce calendar across all channels.
- **ECommerce Platform Optimization & Integration:** Experienced in optimizing eCommerce site performance by improving navigation, speed, mobile responsiveness, and conversion pathways. Skilled in managing third-party integrations including payment gateways, shipping platforms, and CRM tools to ensure a seamless and efficient digital experience.
- **Luxury eCommerce Growth & Marketplace Management:** Skilled in managing premium marketplace partnerships, driving online revenue while maintaining brand exclusivity. Experienced in product onboarding, pricing, and visibility, along with optimizing inventory through sales and customer data analysis. Stay updated on luxury eCommerce trends to enhance the digital journey and performance.
- **Pricing Strategy & Demand Planning:** Experienced in developing markdown pricing strategies and conducting demand planning based on cost analysis, market trends, and perceived value. Skilled in reviewing and adjusting pricing regularly to optimize sales performance, improve margins, and maximize profitability.

### Key Impact Areas

|  |   |
|--|---|
| Cost Optimization                      | Marketing & Brand Management              |
| Budget & ROI Optimization              | Sales & Revenue                           |
| Procurement & Cost Saving              | Finance, Commercial and Legal Operations  |
| Cash Flow & Working Capital Management | Corporate Strategy & Business Development |
| Risk Management & Compliance           | Global Market Compliance                  |

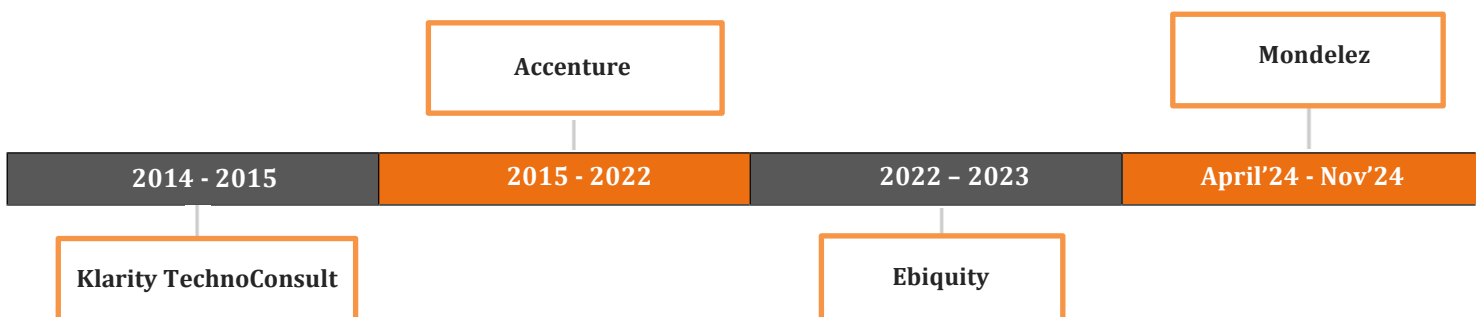
### Key Skills



### Marketing & Ecommerce Competencies:

Integrated Marketing Strategy | Consumer Insight & Segmentation| Content Marketing | Ecommerce Strategy Development|  
Inventory and Demand Planning| Range Planning | Customer Journey Mapping | Merchandising |  
|Marketplace & Omnichannel Integration| Platform & CMS Management | Assortment Planning and Margin Management

### Career Timeline



## Experience

### April'24 - Nov'24: Mondelez, Mumbai as Marketing and Ecommerce Specialist

- **Ecommerce & Marketing Contract Management:** Develop, negotiate, and manage contracts with vendors, contractors, and suppliers to ensure cost-effective, compliant, and timely delivery of services.
- **Marketing Strategy Development:** Create and implement marketing strategies that support project objectives, mitigate risk and align with budgetary and time constraints.
- **Marketing Procurement & Cost Management:** Develop and implement marketing strategies for marketing commodities, including events, video production, KOL (Key Opinion Leader) management, promotional items, and advertising materials. Evaluated supplier proposals, negotiate contracts, and establish vendor relationships to secure cost-effective, high-quality services.
- **Business Operations:** Lead initiatives for business growth, market expansion, and revenue diversification. Identifying growth opportunities and capitalizing on industry trends.
- **Payroll Management:** Supervising payroll for accuracy and timeliness. Implementing efficient systems to streamline operations and ensure compliance. Ensure that all contracts are up-to-date and eliminate any delayed payments or backdated agreements
- **Administration:** Manage administrative functions to enhance organizational efficiency, including facilities, procurement, and vendor relations. Developing policies to optimize processes and support business goals.

### April'22 - June'23: Ebiquity, Mumbai as Marketing Senior Analyst

- **Marketing Performance Analysis:** Review and audit marketing budgets across different channels (TV, digital, print, radio, etc.). Ensure cost efficiency by analysing media buying rates and negotiating better deals.
- **Performance Evaluations:** Assess whether media campaigns meet KPIs such as reach, engagement, and conversions.
- **Compliance & Contract Review:** Evaluate media contracts and ensure adherence to agreed terms. Identify any discrepancies in media placements, pricing, or execution.
- **Benchmarking & Market Insights:** Compare media rates with industry standards and competitors. Provide insights to optimize media strategies based on market trends.
- **Data Analysis & Reporting:** Use analytics tools to assess media effectiveness and ROI. Prepare detailed reports and recommendations for senior management.
- **Stakeholder Collaboration:** Work closely with media agencies, internal marketing teams, and finance departments. Advise on media planning and budget allocation for better efficiency.

### August'20 - April'22: Accenture, Mumbai as Ecommerce Category Manager

- **Ecommerce Portal Management:** Led the complete management of one of the UK's largest Ecommerce platforms, handling daily operations, business performance, and cross-team coordination to deliver on strategic goals and client expectations.
- **Buying Strategy & Product Selection:** Developed and executed the company's buying strategy across the Ecommerce category. Sourced and selected products that aligned with the brand's identity while addressing customer demand and shifting market dynamics.
- **Market Research & Trend Monitoring:** Conducted in-depth market research and continuous trend analysis to identify new product opportunities, emerging styles, and evolving consumer preferences. Maintained competitive intelligence to guide assortment strategy.
- **Pricing Strategy & Demand Planning:** Developed markdown pricing and demand planning strategies grounded in cost analysis, sales data, and perceived customer value. Regularly reviewed and adjusted prices to enhance sales and profitability.
- **Event Calendar Management:** Planned, managed, and executed the commercial event calendar for assigned categories, aligning with marketing campaigns and sales objectives to maximize impact and conversion.
- **Supplier & Vendor Relationship Management:** Built and sustained strong relationships with suppliers, manufacturers, and vendors.
- **Competitor Analysis:** Conducted regular benchmarking of competitor assortments, pricing strategies, promotional activities and content execution to identify gaps and opportunities. Provided actionable insights to influence range planning, pricing decisions, and digital merchandising tactics.
- **Sales Analysis & Inventory Optimization:** Analysed sales trends, inventory turnover, and customer feedback to inform decisions on product lifecycle management. Took proactive steps to reduce stockouts, avoid overstocking, and boost product performance.
- **Data-Driven Strategy & Market Insight Application:** Interpreted key market trends and customer insights to optimize budget allocation and Ecommerce performance. Applied data-driven strategies to boost efficiency, performance, and ROI.
- **Visual Merchandising Alignment:** Worked with visual merchandising teams to create compelling in-store and online product presentations. Ensured visual consistency and brand alignment to elevate customer experience and engagement.
- **In Season Planning:** Tracked weekly sales performance, stock levels, and sell-through rates to make agile decisions on replenishment, markdowns, and stock reallocation. Collaborated with buying and planning teams to maximize full-price sell - through while minimizing residual inventory across key womenswear categories.
- **Content Planning:** Strategically planned and coordinated product content rollouts in line with seasonal launches, promotions and campaign calendars. Ensured timely upload of accurate PDP content, styling guidelines and imagery across platforms to enhance product discovery, engagement and conversion.

### Aug'15- July'20: Accenture, Mumbai as Marketing Analyst

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### June'14- July'15: Klarity TechnoConsult Pvt Ltd, Mumbai as Project Executive

- **Project Management:** Working with software/website/mobile app developer teams, managing project timelines and deliverables.
- **Client Coordination:** Working with key contacts at clients' end and managing deliveries, coordinating meetings, writing emails.
- **Business Development:** Working on business development activities - making proposal presentations, writing marketing emails.
- **Stakeholder Communication:** Managing project meetings with client teams and vendor teams, making project status reports.
- **Documentation & Reporting:** Preparing commercial and technical documents - Contracts, Project Plans, Scope of Work documents, Usage Documents, Analysis Reports, Recommendation Presentations, etc.

### Dec '12- Sept'13: Javed Qureshi Exports Pvt Ltd, Mumbai as Procurement Officer

- **Market Monitoring & Order Management:** Visiting and monitoring different markets. Responsible for preparing orders, placing them with suppliers, and processing TT payments.
- **Budgeting & Costing:** Handling budget and costing tasks for ongoing consignments.
- **Customer Coordination:** Managing customer order correspondence and following up with CHA for timely delivery.
- **Logistics & Documentation:** Communicating with CHA and supplying necessary documents for import-export consignment clearance.
- **Procurement & Planning & Inventory Tracking:** Managing aspects of material procurement, planning, scheduling, and execution. Ensuring timely tracking of inventories.
- **Export Documentation & Invoice Verification:** Maintaining overall records of exports, both physical and digital. Verifying export-related invoices such as shipping bills, ocean freight, etc.
- **Supplier & Shipment Coordination:** Negotiating with suppliers for better pricing, managing marketing tasks, and tracking shipping consignments.

## Education

M.Com from University of Mumbai (2015) | M.B.A (Marketing) from Rizvi Academy of Management (2012) | B.Com from M.M.K College of Commerce & Economics (2009) | S.S.C from St. Aloysius High School (2004)



## Personal Details

**Address:** Bandra, Mumbai, Maharashtra | **Languages Known:** English, Hindi, Marathi & Gujarati