




Vipin Pathak

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 [LinkedIn](#) |  [Portfolio](#)

Professional Summary

Results-driven and innovative E-commerce Specialist with a strong foundation in digital marketing, sales, and full stack web development. Proven track record of managing end-to-end e-commerce operations across Amazon and Shopify, optimizing user experiences, increasing ROI, and scaling brand visibility. Adept at combining data analytics with creative solutions to optimize funnels and boost sales. A continuous learner passionate about growth and innovation.

Core Competencies

- E-commerce Strategy & Operations
 - Shopify Plus Management
 - Amazon Marketplace Optimization & Ads
 - Digital Marketing (Google Ads, Meta Ads)
 - Performance Marketing
 - SEO/SEM
 - Conversion Rate Optimization (CRO)
 - Full Stack Web Development
 - Google Tools: GA4, GMC, GSC, Firebase, Looker Studio, GMB
 - Semrush, Data Analytics & Reporting
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Experience

E-commerce Specialist – FASHION FOREVER LTD

Jan 2025 – Present

- Managed Pretty Pixie brand on Shopify and marketplaces
- Implemented performance-driven strategies for growth and UX improvement
- Led optimization efforts across store and campaigns

E-commerce Specialist – BoostBazaar

Jun 2024 – Present

- Oversaw Amazon operations and ad campaigns
- Enhanced product visibility and customer experience
- Achieved strong ROI with targeted advertising

Head of E-commerce – SAR Enterprise

Jan 2024 – May 2024

- Led marketing initiatives and improved online discoverability
- Directed team for operations and sales campaigns

E-commerce Marketing Intern – Wesolveforyou

May 2024 – Jun 2024

- Worked on performance funnels and consumer targeting

E-commerce Associate – NEXWORLD

Sep 2023 – Jun 2024

- Executed A/B tests, CRO strategies, and UX improvements

E-commerce Coordinator – Craft Centre

Aug 2022 – Oct 2023

- Managed product listings, store design, and daily marketplace tasks
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Education

- B.Com, Business Administration – Delhi University (*Expected Oct 2025*)
 - Full Stack Web Development – GirlsScript (*2021*)
 - 12th (Arts) – Government School (*2021–2022*)
 - High School Diploma – Government School (*2019–2020*)
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Skills

- **Shopify Web Development**
- **Marketplace Management** (Amazon, Flipkart, Meesho, Myntra, AJIO, Nykaa, JioMart)
- **Market Research & DTC Strategy Consulting**
- **Full Stack Web Development**
- **Graphic Design**
- **Search Engine Optimization (SEO)**
- **Social Media Marketing**
- **Performance Marketing**

Tools

- **Web Technologies: HTML, CSS, JavaScript, Python**
- **Design & Content Tools: Canva, Photoshop, AI-based creative tools**
- **E-commerce Platforms: Amazon Seller Central, Flipkart Seller Hub, Meesho, Myntra, AJIO, Nykaa, JioMart**
- **Advertising Platforms: Google Ads, Meta Ads, Amazon Ads, Flipkart Ads**
- **Analytics & SEO Tools: SEMrush, GA4 (Google Analytics), GMC (Google Merchant Center), GSC (Google Search Console), Firebase, Looker Studio, Google My Business (GMB)**

Languages

- Hindi – Full Professional
- English – Limited Working