

Vipin Pathak

 Gurugram, Haryana, India

 vipinpathak770@gmail.com

 +91-7292091781

 [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

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

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*)

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