



Kripa K

Key Accounts Manager-
E-Commerce- Beyond Snack-
Kerala Banana Chips

📍 Mumbai, Maharashtra, India

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Languages

Malayalam (Native)

English (Fluent)

Hindi (Fluent)

Marathi (Fluent)

About

Experienced E-Commerce Manager with a demonstrated history of working in the Hospitality industry. Skilled in handling major online platforms for online sales and brand enhancement, Advertising Sales, Customer Relationship Management (CRM), Brand Management, Brand enhancement, ATL & BTL activities and Corporate Communications. Strong marketing professional with a Bachelor of Arts (B.A.) focused in Psychology from R. D. National College.

BRANDS WORKED WITH

All Things Baby Llp

Anil Agencies Pvt Ltd

Dainik Jagran

Dr.Jackfruit India Pvt Ltd

Haymarket Media Group

R & A Foods Pvt Ltd. - Paninaro

the K Brands Pvt. Ltd.

United Distributors Inc

Experience

- **Key Accounts Manager- E-Commerce**

Dr.Jackfruit India Pvt Ltd | Feb 2022 - Now

- **Ecommerce Manager**

All Things Baby Llp | Aug 2021 - Jan 2022

- **Ecommerce Manager**

United Distributors Inc | Jan 2019 - Jul 2021

Product Listing, Inventory Management, Price update, Imaging, Aplus content uploading, Fulfillment Centre(Uploding documents to making the FC live for stock intake). Training new joinees. Supervise all product design and ensure compliance to all product guidelines and coordinate with Direct Channels and improve all market strategies. Maintain optimal level of customer services at all times and ensure simplicity in services and ensure compliance to all legal requirements, and monitor all on-line channels. Inspecting landing pages for brands and listings, product information, checkout options, and all other pertinent website-related systems to ensure their visual appeal, accuracy, and ease of use. Managing various Online Chaneln such as Amazon, BigBasket, Swiggy, Flipkart, Scootsy, MilkBasket, Reliance. AMS: Creating campaigns, maintenance of budget, report analysis for effective campaign building. Design and prepare reports for all ebusiness metrics for various online platforms and achieve all growth objectives and develop all enhancements to direct supply network. Instructing agency regarding promotions such as discounted offers Promotion, brand identity, brand building . Devising strategies that harness sales-related insights, prevailing standards, and novel developments to encourage sales in our online store. Creating promotional offers and tracking that they are uploaded precisely and stocks are maintained. Analyzing traffic to ensure maximum effectiveness of marketing strategies. Examining sales-related metrics to inform restocks. Stock Management, replication, Monitoring Fill rate. Analyze sales data regularly and assess the market in order to help make effective business goals and revise expectations appropriately. Reviewing technological and sales strategies so that they align with the company's goals to produce the intended experience for their customers.

- **Asst. Marketing Manager**

R & A Foods Pvt Ltd. - Paninaro | Oct 2016 - Apr 2018

- **Assistant Franchise Brand Manager**

the K Brands Pvt. Ltd. | Mar 2016 - Oct 2016

- Brand Management
- Brand Development
- Business plan & sales strategy development.
- New business collaboration

- Corporate Communications
- Franchising



- **Senior Executive Advertising Sales**

Dainik Jagran | Jul 2015 - Mar 2016

- Selling Space for verticals across Jagran Prakashan.
- Market Analysis
- Generating revenue
- New Business Development
- Increasing the Market share
- Focusing on new clients and getting them on board.
- Providing appropriate solutions to the clients to get the maximum reach.
- Market information
- Pitching Properties as per clients requirements

- **Advertising Sales Executive**

Haymarket Media Group | Oct 2014 - Jul 2015

Selling Ad space for PrintWeek India Magazine. Interacting with clients to meet their needs & requirements.

- Suggesting existing clients' different solutions to cater to their presence in PrintWeek India.
- Interacting with editorial team, Accounts team & Circulation team of PrintWeek India
- Interacting with editorial team to get the latest updates about the clients & new launched Printing machines.
- Interacting with accounts department for follow up on the payment.
- Interacting with circulation department for the logistics part of the magazine.
- Also working for special supplements along with Magazine.
- Interacting with other sister title's Colleagues to get the updates.

- **Paper Consultant**

Anil Agencies Pvt Ltd | Jan 2013 - Jan 2014

Education & Training

2023 - 2025

- **Kingston University**

MBA , Business Management

2010 - 2012

- **London College Wimbledon**

BBA, Bachelor of Business Administration - BBA, Business, Management, Marketing, and Related Support Services

2007 - 2010

- **R. D. National College**

BA, Bachelor of Arts