



SAGAR KUMAR

Mobile : 7009936663, 9464955080 | **Email:** sagar.kumar198@gmail.com

Address : HL 135 Phase 2 Mohali, Punjab 160054

PROFESSIONAL SUMMARY

Seven plus years of experience in Operations / Service Delivery with Masters in Marketing. Digital Marketing expert with sound knowledge of various ecommerce industry platforms (like IBM Core Metrics, Oracle Endeca & WordPress).

Lead multiple Conversion rate Optimization and Search Engine Optimization (SEO) projects for multinational ecommerce giants across Office supplies & e-commerce industry.

WORK HISTORY

ASSOCIATE PROCESS MANAGER

01/2018 to 07/2020

eClerx Services Limited | Chandigarh, Punjab

Role and Responsibilities:

- Leading all client communications including Weekly, monthly reviews and Quarterly Business reviews
- Managing team size of 5 members for Site Search optimization and SEO projects
- Team management including staffing requirements, new hiring, leave management, bench management and Goals setting
- Reporting of business KPIs for monitoring projects and measuring success
- Creating weekly and monthly Dashboards and Presentations for client

Onsite Search (Internal Search)

- Provide end to end consultation to improve internal website search experience
- Review and recommended changes to Search engine configuration for e-commerce client
- Create merchandising rules to optimize internal search and improve search results
- Optimize facet/refinement/filters based on facet usage, search and competitors data
- Work on Endeca Platform & JSP ref for retail and business websites

Search Engine Optimization (SEO)

- Expertise in On- Page optimization to improve ranking on Google SERP for client website
- Perform detailed keyword research for different product lines and countries
- Perform competitor analysis to identify best practices and target keywords
- Perform Off Page optimization like cleanup and new link generation on high authority websites to improve client website authority and ranking
- End to end Google Analytics information analysis to ensure optimal website performance and tracking of various metrics

PLACEMENT COORDINATOR

04/2012 to 07/2016

Naandi Foundation (Mahindra And Mahindra) | Mohali, Punjab

- Attending meeting with various clients for the placement of students.
- Facilitates day-to-day classes to assist students in gaining knowledge and soft-skills needed to secure employment Provides job search/career information workshops and presentations as needed trained students in job seeking, application procedures; resume writing, interview preparation and job retention skills and attitudes conducting group discussion activity on regular basis.
- Taking additional lecture on Aptitude skills.
- Conducting fun activities for the students.

TECHNICAL SUPPORT EXECUTIVE

10/2011 to 03/2012

Tata Business Support Services, TBSS | Mohali, Punjab

- Provided technical support to Tata Photon customers which includes problems related to speed and usage of Photon device
- Upselling the existing customers to higher end plans for better experience

SKILLS

- Operations Management
- Team Management
- Business Process Improvements
- Client handling
- Oracle Endeca (Enterprise search platforms)
- Google Analytics certified
- Keyword Planner
- Analytical skills
- Good Communication skills
- Website Consultation
- Leadership skills
- Presentations
- Reporting

ACCOMPLISHMENTS

- Lead a conversion rate optimization project for a major US ecommerce client which lead to 112K revenue improvement
- Recommended UI UX data supported changes to a major office supplier which lead to 4.86% uplift in CTR
- Lead an automation project which reduced the manual effort by 45 hours in a month
- Received Client appreciation for reporting accurate numbers for Mobile Reporting
- Google Analytics certified
- Brought 25+ companies in Mahindra Pride School for placement
- Represented research paper on Hedonic shopping in Amity University

EDUCATION

MBA | Marketing
Chitkara Business School
CGPA: 8.9/10

2018

B.Tech
Rayat College Of Information Technology
Percentage : 69.8%

2011

CERTIFICATIONS

- Google Analytics certified
- Google Analytics Essential Training (LinkedIn Certification)

DIGITAL TOOLS AND PLATFORMS

- Oracle Endeca (Enterprise search platforms)
- Google Analytics
- Keyword Planner

INDUSTRIAL TRAINING

- 3.5 months training in eClerx Services Limited (Governance audit for different programs) during MBA.
- 2 month training in Hardware Technology Network(It is basically an Embedded/Hardware system in which we have fabricated various Components like (LED, DIODE etc. on PCB)
- 6 month industrial training in telecommunication at Bharti Airtel in Chandigarh

PERSONAL DETAILS

- Date of Birth : 19th Sep 1989
- Gender : Male
- Marital Status : Married
- Nationality : Indian
- Languages Known : Hindi, English & Punjabi

PLACE: Chandigarh
DATE:

(SAGAR KUMAR)