

# SANNI K. PARMAR

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## PROFILE SUMMARY

- A professional with over 6.5 years of experience in Catalog Management, Product Management & Managing Marketplaces for E-commerce websites. Experience in working on various ecommerce platforms which sells a range of **lifestyle and fashion** products (Shoppers Stop) **electronic products** (Philips) and sells **diamond jewellery** online (Diamonds Factory & WearYourShine).
- Proficient in working with **Hybris & Magento** (Ecommerce CMS) & experienced in handling extensive product catalogues over various categories.
- Completed Bachelors in Management Studies from Nagindas Khandwala College and GNIIT in **Software Engineering** from NIIT.

## EDUCATION DETAILS

Course	Board / University	Institution	Year of Passing	Marks Obtained
Bachelors of Management studies	University Of Mumbai	N. K. College	April 2006	63.92%
HSC	University Of Mumbai	B. S. G. D Junior College	Feb 2003	60.00%
SSC	University Of Mumbai	Shree NutanVidyaMandir	March 2001	63.60%

## ADDITIONAL QUALIFICATION

- Completed GNIIT in Software Engineering from NIIT.

## COMPUTER PROFICIENCY

<b>Operating System</b>	: Microsoft Windows XP, Vista, Windows 7, Windows 8
<b>Front-end App</b>	: Java, ASP.Net, HTML, JavaScript, XML, CSS
<b>Backend App</b>	: SQL 2000
<b>Other Software</b>	: GIT, Dreamweaver, CorelDraw, Microsoft Office
<b>CMS Worked on</b>	: Hybris, Magento, Opencart, Global Commerce (Digital River), ATG 10, Prestashop

## EXPERIENCE

Company & Location	<b>Shoppers Stop - Mumbai</b>
Designation & Duration	Deputy Manager – Catalogue / Aug 2015 - Present
Job Description	<b>Key Responsibilities</b> <ul style="list-style-type: none"><li>• <b>End to End Catalogue Management -</b><ul style="list-style-type: none"><li>✓ Work with the product, merchandising, IT team.</li><li>✓ Work with vendors to ensure a reliable and operationally effective flow of products images &amp; content.</li><li>✓ Managing Team for Catalogue Updation with latest season products across categories</li><li>✓ Quality Checks</li><li>✓ Identifying and Resolving product &amp; pricing related issues.</li></ul></li></ul>

Company & Location	<b>WearYourShine.com a part of PC Jeweller Ltd - Mumbai</b>
Designation & Duration	Manager – Catalogue & Pricing Analysis / July 2014 - Aug 2015 (13 Months)
Job Description	<b>Key Responsibilities</b> <ul style="list-style-type: none"><li>• <b>End to End Catalogue Management -</b><ul style="list-style-type: none"><li>✓ Coordinating with the business partners for Product details, Stock and Price Updates</li><li>✓ Co-ordination with the product &amp; merchandising team.</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>✓ Creation of products, collections &amp; attributes etc.</li> <li>✓ Catalogue Updation.</li> <li>✓ Quality Checks</li> <li>✓ Managing Market Places like Google PLA, Flipkart , Amazon &amp; Snapdeal.</li> <li>✓ Identifying and Resolving product &amp; pricing related issues.</li> <li>✓ Bug Fixing on the HTML and CSS.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Marketing Campaigns</b> <ul style="list-style-type: none"> <li>✓ Formulating Marketing Campaigns and overseeing the execution.</li> <li>✓ Expertise in creation of coupon codes for campaigns.</li> </ul> </li> <li>• <b>Managing properties on Front End through Magento -</b> <ul style="list-style-type: none"> <li>✓ Managing different properties like pages, static blocks &amp; extensions on the site.</li> <li>✓ Modify formatting, images, layout, HTML/CSS code and verbiage to meet new requirements.</li> </ul> </li> <li>• <b>Pricing Analysis -</b> <ul style="list-style-type: none"> <li>✓ Monitoring Competitors Pricing Module &amp; Strategies.</li> </ul> </li> </ul>
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Company & Location	<b>Style My Diamonds a part of Diamonds Factory - Mumbai</b>
Designation & Duration	Asst. Manager - Catalogue / Mar 2013 – June 2014 (16 months)
Job Description	<p><b>End to End Catalogue Management - Managing 7 Online Catalogues</b></p> <ul style="list-style-type: none"> <li>• <b>Product and Pricing Management -</b> <ul style="list-style-type: none"> <li>✓ Co-ordination with the Product team, CAD team and onshore sales team to gather product information.</li> <li>✓ Understanding creation of products, attributes etc.</li> <li>✓ To have the online catalogue fuelled with complete balance of solitaires and catalogue designs across all the channels (Europe, USA, India).</li> <li>✓ To ensure new products are regularly updated with accurate information.</li> <li>✓ Managing Product Pricing and created an offline Pricing Calculator to perform competitors analysis.</li> <li>✓ All websites to have updated pricing in sync with the competitors.</li> <li>✓ Evaluate best sellers on a monthly basis and prepare reports to be shared with the team for product sequencing as well as submit the report to the PD (Product Development) department for throwing insights on future product developments.</li> </ul> </li> <li>• <b>Affiliate Management -</b> Co-ordination with affiliates and creation of product feeds for Google PLA, Jabong, Snapdeal, Flipkart and Ebay.</li> <li>• <b>Vendor Management -</b> Co-ordination with the PR agency for all the marketing inputs.</li> <li>• <b>Project Management -</b> Managing Marketing Campaign for all catalogues.</li> <li>• Maintain highest quality checks on a regularly basis (with reference to product titles, attributes, iframes, rankings, product mappings and overall content pertaining to the catalogue.</li> <li>• <b>Managing properties on Front end through Prestashop</b> <ul style="list-style-type: none"> <li>✓ Creation and maintenance of various masters like Stone, Metal, Pricing in the CMS</li> <li>✓ Managing different properties like pages &amp; static blocks on the site.</li> </ul> </li> <li>• <b>Reporting -</b> Responsible for analyzing reports of Google Analytics of the sites.</li> </ul>

Company & Location	<b>Accenture Services Pvt Ltd - Mumbai</b>
Designation & Duration	Sr. Analyst / Feb 2011 - Jan 2013 (23 months)
Job Description	<p><b>Shop Team - Manages the 9 European Online Shopping Sites for Philips</b></p> <p>Managing the weekly refresh process for the Philips Online Shop from Philips CMST side, in terms of:</p> <ul style="list-style-type: none"> <li>• Measuring and reporting (e.g. price management, issue tracking, etc.).</li> <li>• Maintaining a healthy relationship with partners, businesses and vendors.</li> <li>• <b>Masterdata management -</b> Co-ordination with the Hungary Team to get the product SKU and</li> </ul>

	<p>warehouse details updated in the system.</p> <ul style="list-style-type: none"> <li>• <b>Content Management</b> - Co-ordination with the translation team to get the content ready and associating the content with the correct product to meet the deadline of the launch.</li> <li>• <b>Incident Management</b> - Worked on an Incident management tool named BMC Remedy and ensured that the Incidents which are assigned to me have been resolved with the highest quality and the agreed SLA.</li> <li>• <b>Vendor Management</b> - Co-ordination with various Vendors like IT, Translations Team, Product Owner to complete the assigned tasks and responsibilities.</li> <li>• <b>Project Management</b> - Handled micro projects with the team such as: <ul style="list-style-type: none"> <li>✓ Streamlining of the Sitetext and Filterkey process.</li> <li>✓ Mass banner updation on site for products.</li> </ul> </li> <li>• <b>ATG User Management</b> - Access control responsibility for new users.</li> <li>• Offshore activities (Netherlands, Hungary &amp; Bangalore) - Closely interacting with various international teams and instructing them on various parts of operational and business processes.</li> <li>• Co-ordination with the Online Sales Team for daily metrics analysis and reporting</li> <li>• <b>Reporting and Tracking</b> - Responsible for analyzing reports using different tracking tools.</li> <li>• Analysis of Product and site metrics from the daily reports sent by Omniture tracking team.</li> <li>• <b>Digital Asset Management</b> - Understands the concept of storage and tagging of digital assets and feeding it to the central database.</li> <li>• Ability to debug the error in XML, HTML, Java script, CSS.</li> <li>• Updating Pageitems on Shop site.</li> </ul> <p><b>CMC team - Takes care of the Product Creation on the sites</b></p> <ul style="list-style-type: none"> <li>• Managing the data of the CTN and co-coordinating with the Product Owners to get product details updated.</li> <li>• Feeding product data in various tools to make it live on site.</li> <li>• Managing and associating the assets of the products like Images, Software and Drivers, Firmware upgrades etc.</li> <li>• Managing the Content Management Chain for the products.</li> </ul> <p><b>Care Team - Manages the Support sites for Philips</b></p> <ul style="list-style-type: none"> <li>• Maintaining updates on Support Site globally</li> <li>• Maintenance and Updating of Site text</li> <li>• Managing Seibel, Cognos, Cirtix and Livecom User management</li> <li>• Maintenance of FAQs on the support site.</li> </ul>
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Company & Location	<b>Havmore Insurance Brokers Pvt Ltd - Mumbai</b>
Designation & Duration	Sr. IT Executive / May 2009 - Jan 2011 (21 months)
Job Description	<ul style="list-style-type: none"> <li>• Maintenance of Corporate Website ( <a href="http://www.havmore.in">www.havmore.in</a>) and Insurance Portal (<a href="http://www.insurancebazar.in">www.insurancebazar.in</a>).</li> <li>• Coordinating &amp; Negotiating for Inventory with the vendors. (Vacpac, Assured Gift, Necklace).</li> <li>• Actively working on the Online Marketing on both the websites like <ul style="list-style-type: none"> <li>✓ Email Campaign to existing and new customer with latest updates.</li> <li>✓ Managing SMS campaign to acquire new customers</li> <li>✓ Managing social networking sites and offline posting on internet to increase awareness of the site.</li> </ul> </li> <li>• Daily tracking of site related metrics and responsibility for issue resolution.</li> </ul>

Company & Location	<b>Ecybergurus Inc. - Mumbai</b>
Designation & Duration	Internet Researcher / July 2007 - May 2009 (22 months)
Job Description	<ul style="list-style-type: none"> <li>• I work on various database of our client like PCR, CAPS who are located in US, UK.</li> <li>• To shortlist CV from various job boards like Monster, Career Builder as per Client request.</li> <li>• To perform general internet research to find candidates according to their Requirement.</li> </ul>

## AWARDS & ACHIEVEMENT

- Numero Uno Award for Individual Contributor (IC) for the Month of Oct, 2012
- Awarded as Employee of the Month for Jan, 2012
- Awarded as Employee of the Month for May, 2011
- Awarded with Best Promising Employee for the Year 2009-2010

## PERSONAL DETAILS

**Date of Birth** : 14<sup>th</sup> January, 1986

**Gender & Marital Status** : Male / Married

**Language** : English, Gujrati, Marathi, Hindi