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# VINIT GARG

E-COMMERCE GROWTH & MARKETPLACE SPECIALIST | AMAZON, FLIPKART & QUICK COMMERCE OPERATIONS | SHOPIFY DEVELOPER | AI-DRIVEN CREATIVE STRATEGIST

## PROFESSIONAL SUMMARY

Results-driven E-commerce Growth Specialist with 3+ years of experience managing Amazon, Flipkart, JioMart, and D2C operations while leading high-converting creative strategy and Shopify development. Proven expertise in marketplace SEO, listing optimization, PPC management, A+ content, storefront design, and conversion-focused UI execution. Skilled in building fully responsive Shopify websites and leveraging advanced AI tools to accelerate creative production, automate workflows, and scale revenue performance. BIOX AI Career Accelerator Certified professional focused on data-backed growth and scalable e-commerce systems.

## CAREER HIGHLIGHTS

- Managed marketplace and creative operations for multi-channel brands across Amazon, Flipkart, and D2C platforms.
- Delivered high-performing listing image systems, A+ content, and video creatives that improved product visibility and conversions.
- Boosted listing CTR by 28% through optimized image storytelling, structured infographics, and better keyword-led content alignment.
- Accelerated creative execution by 50-60% using AI tools and repeatable design frameworks for scalable production.

## CORE EXPERTISE

- Marketplace Operations: Listings, pricing, variations, cataloging, compliance, suppression fixes, inventory sync, order monitoring
- Listing Growth: SEO, keyword research, A/B creative improvements, image storytelling, A+ content & storefront optimization
- Ads & Performance: Amazon Ads + Flipkart Ads campaign setup, daily monitoring, bid optimization, CTR/ACOS control
- Creative Production: Product packaging, catalogs, brochures, premium branding, social media creatives, motion ads, reels
- Video & Motion: Premiere Pro + After Effects, motion graphics, short ads, UGC-style edits, product explainers

## KEY SOP OWNERSHIP

- Listing creation & compliance health checks (suppression fixes, category attributes, variant management).
- Weekly SEO optimization, keyword updates, A+ refresh, and creative improvements for better CTR and conversion.
- Daily ad optimization: bid tuning, keyword expansion, negative targeting, ACOS control, and performance scaling.
- Website uploads and UI banner updates (Shopify) for product pages, categories, offers, and seasonal drops.
- Cross-team coordination with management, tech, and ops for smooth execution and issue resolution.

## PROFESSIONAL EXPERIENCE

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### VJM Industries (Exalon Apparel) – Men's Fashion & Apparel Brand

Assistant Manager – E-commerce & Design Expert | Feb 2025 – Present | Delhi NCR

- Own end-to-end e-commerce operations and creative strategy for men's apparel across Amazon, Flipkart, Meesho, JioMart, and 3 D2C websites.
- Create and optimize product listings (title, bullets, description, backend keywords, images, size charts, and variants) to improve ranking and conversion.
- Design A+ content, infographics, storefront banners, and promotional creatives aligned with brand positioning and seasonal campaigns.
- Plan, launch, and optimize Amazon/Flipkart ads with daily monitoring of CTR, CPC, ACOS, conversions, and keyword performance.
- Track daily and monthly revenue performance with a target portfolio of ₹15L/month and provide weekly performance reporting.
- Coordinate with operations/dispatch teams to ensure on-time order processing, inventory accuracy, and reduced cancellations/returns.
- Build SOP-driven workflows for SKU data maintenance, creative production, and listing compliance to improve execution quality

### Gorgeous Cosmos Pvt. Ltd. – Third-Party Cosmetics Manufacturer (Luxe & Nuxe brands)

Senior Graphic Designer | Oct 2024 – Jan 2025 | Delhi NCR

- Designed a complete social media content system, including static creatives, carousels, reels visuals, and video content for Luxe & Nuxe.
- Created premium packaging designs for client brands and in-house product lines with print-ready accuracy and modern aesthetics.
- Designed catalogs, brochures, promotional materials, and product branding assets to support sales and retail visibility.
- Improved listing visual storytelling and creative consistency, contributing to a 28% CTR improvement through better design structure.
- Collaborated with internal teams to deliver high-quality assets under tight timelines for multiple brands.

### Pink and Blue Beauty Products LLP – Cosmetics Brand (Retail & Wholesale)

Marketing & Design Strategist | Feb 2023 – Sept 2024 | Delhi NCR

- Handled complete marketplace and creative package: Amazon, Flipkart, and website operations (listings, pricing, ads, creatives, and optimization).
- Created full-suite product creatives, including listing images, A+ content, infographics, and brand-led storefront visuals.
- Produced product videos, motion ads, packaging designs, and social media posts to boost engagement and conversion.
- Managed multi-channel asset optimization and ensured consistent brand identity across marketplaces and D2C presence.
- Improved product visibility by 35% through structured creatives, content upgrades, and marketplace-led execution.

# PROJECTS & CLIENTS

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## AGT Tools (Gardening Tools Brand)

- Designed an entire e-commerce listing set for Amazon and a D2C website with a conversion-focused image hierarchy.
- Created all social media graphics, video content, and website banners for launch and seasonal campaigns.
- Developed UI assets for website and D2C performance campaigns (hero banners, category tiles, and promo strips).

**Result: First-month website sales spike driven directly by improved creatives and conversion-led UI execution.**

## Swarnim Real Estate

- Designed high-performing ad creatives, social graphics, and video assets for engagement and lead generation.
- Created scroll-stopping motion creatives and campaign visuals aligned with real estate buyer personas.

**Result: Improved engagement and lead quality through consistent ad creative testing and design iterations.**

## PrimeHut (Gifts, Gadgets, Toys & Home Essentials Brand)

- Designed complete website visuals, including graphics, a product presentation system, and UI for the front-end & back-end.
- Created sales-driving social media graphics and promotional creatives to support product discovery and conversions.
- Worked on brand identity direction and marketplace-ready visual consistency across platforms.

**Result: Supported strong second-month sales growth through optimized website UI + conversion-focused creatives.**

# SKILLS

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- Motion Graphics
- UGC-Style Ads
- Social Media Design
- Cataloging
- Keyword Research
- Ads Optimization
- Data Management
- Order monitoring
- Video Editing
- Packaging Design
- UI Banners & Website
- Variations
- A+ Content
- CTR Improvement
- SKU-handling
- Cross-team coordination
- Product Videos
- Branding
- Pricing
- Marketplace SEO
- Storefront
- ACOS Control
- Inventory sync
- Reels/Shorts
- Catalogs/Brochures
- Product Listings
- Marketplace
- Design
- Campaign Structuring
- Reporting & Analytics

# TOOLS

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- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- After Effects
- Canva
- Amazon Seller Central
- Flipkart Seller Hub
- Meta Business Suite
- Excel/Google Sheets
- Grok
- Helium 10
- Black Box
- Google Analytics 4
- Keyword Planner
- Gamma
- AI Tools
- MidJourney
- DALL-E
- Google Gemini
- Perplexity

## EDUCATION

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2019 – 2023

Guru Jambheshwar  
University, Hisar, India

### Bachelor of technology

Focused on core electronics, communication systems, and practical engineering fundamentals. Completed academic projects involving circuit design, signal processing, and embedded systems. Built strong analytical and problem-solving skills with hands-on lab work and technical documentation.

2018 – 2019

Vaish Model Sr. Sec.  
School, Bhiwani, Haryana

### Class 12 (Senior Secondary)

Completed senior secondary education with a strong academic foundation and disciplined learning approach. Developed communication, teamwork, and time-management skills through school activities and coursework.

2016 – 2017

Little Hearts Public  
School, Bhiwani, Haryana

### Class 10 (Secondary)

Completed secondary education with consistent academic performance and active participation in school learning. Built core fundamentals, responsibility, and a strong work ethic.

## CERTIFICATIONS

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2025

- AI Tools Workshop

2022

- Graphic & Motion Design Certificate

2022

- Adobe Certified (Photoshop, Illustrator)

2019

- E-commerce Design Essentials

2019

- Amazon Marketplace Fundamentals

## PERSONAL DETAILS

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- Full Name:** Vinit Garg
- Location:** Delhi, India
- Contact Number:** +91 9671733870
- Email ID:** vinitgarg2024@gmail.com
- Portfolio Website:** [www.pixelsindia.com](http://www.pixelsindia.com)

## LANGUAGES

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- English:** Professional Working Proficiency
- Hindi:** Native / Fluent

## SELF DECLARATION

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I hereby declare that the information provided above is true and correct to the best of my knowledge and belief. I understand that any false information may lead to disqualification.

- Place:** Delhi, India
- Name:** Vinit Garg