

Swati Srivastava

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Professional Summary

Results-driven and versatile professional with over 7 years of experience across Business Development, E-Commerce Operations, Customer Service, and Administrative Management. Proven expertise in client acquisition, relationship management, sales strategy, and end-to-end Shopify-based e-commerce operations. Demonstrates a consistent record of exceeding business targets, maintaining high client retention, and driving operational efficiency across diverse industry environments. Strong communicator and team collaborator with a customer-first approach and a sharp eye for process improvement and growth opportunities.

Key Achievements

- Consistently exceeded quarterly and annual sales targets at IndiaMART through strategic prospecting and structured client onboarding across SME segments.
- Successfully led space selling and client acquisition initiatives, building a strong pipeline and maintaining high client retention rates at IndiaMART InterMESH Ltd.
- Managed and optimised end-to-end Shopify store operations at AVA International — improving product visibility, catalog quality, and customer satisfaction simultaneously.
- Delivered efficient resolution of customer escalations at Torrent Power Ltd. within defined TAT, contributing to improved service satisfaction scores across the contact center.
- Coordinated cross-functional operations across sales, logistics, and customer support teams — ensuring seamless order processing and high service delivery standards.

Professional Experience

E-Commerce Associate | AVA International Pvt. Ltd., Noida

July 2024 – Present

- Manage and optimise daily operations of the company's Shopify store, ensuring smooth product availability and an enhanced customer shopping experience.
- Handle end-to-end product listings, catalog management, and content optimisation — improving search visibility, product discoverability, and overall sales performance.
- Provide comprehensive customer support by resolving queries, managing returns, and ensuring high customer satisfaction scores consistently.
- Coordinate with internal teams including procurement, logistics, and inventory management for accurate order processing and timely fulfilment.
- Analyse sales trends, track key performance metrics, and prepare detailed reports to support data-driven growth strategies and business decisions.
- Identify opportunities for catalog expansion, pricing improvements, and promotional campaigns to drive revenue growth on the platform.

Business Development Executive | IndiaMART InterMESH Ltd.

March 2023 – June 2024

- Led space selling and client onboarding initiatives, successfully acquiring and integrating new SME clients onto the IndiaMART platform across assigned territory.
- Consistently exceeded quarterly and annual sales targets through strategic prospecting, targeted outreach, and a structured consultative sales approach.
- Built and maintained strong long-term client relationships, ensuring high retention rates and repeat business through regular follow-ups and value-driven engagement.
- Conducted product demonstrations, handled objections confidently, and executed successful deal closures across a diverse range of SME clients.
- Developed a deep understanding of client business needs and mapped them to IndiaMART's platform solutions, resulting in high client satisfaction and referral business.
- Maintained accurate records of client interactions, pipeline status, and deal progress using CRM tools to ensure timely follow-ups and organised sales management.

March 2023

- Supported daily administrative operations at the electricity contact center, ensuring smooth functioning of internal processes and accurate record maintenance.
- Handled inbound customer complaints, billing queries, and service requests — ensuring timely resolution within defined service level agreements (SLA/TAT).
- Coordinated with technical and field teams to manage escalations effectively, reducing repeat complaints and improving first-call resolution rates.
- Contributed to consistent improvement in customer satisfaction scores by delivering empathetic, solution-focused communication across all customer interactions.
- Maintained detailed logs of customer interactions, complaints, and resolutions to support quality audits and service improvement initiatives.
- Assisted in training new team members on standard operating procedures and customer handling best practices.

Core Competencies

- E-Commerce Operations & Shopify Management
- Sales Strategy & Target Achievement
- Customer Service & Complaint Resolution
- Negotiation & Deal Closure
- Administrative Operations & Coordination
- Business Development & Client Acquisition
- Client Relationship & Account Management
- Product Catalog & Content Management
- Market Research & Competitive Analysis
- Data Analysis & Sales Reporting

Technical Skills

- E-Commerce Platforms: Shopify — store management, catalog operations, order processing
- CRM & Sales Tools: CRM software for pipeline tracking, lead management, and client follow-ups
- Productivity: MS Office Suite (Word, Excel, PowerPoint), Google Workspace
- Analytics: Sales trend analysis, performance reporting, inventory management

Education

Bachelor of Science Agra College, Agra, Uttar Pradesh	2018
Intermediate (XII) QV Girls Inter College	2014
Matriculation (X) CBV Inter College	2012

Languages

- Hindi — Native
- English — Professional Working Proficiency