Vandana Meghwal

E-commerce & Marketplace Operations Manager

Udaipur, Rajasthan, India | Driving Growth Across Global E-commerce Marketplaces

PROFILE

Experienced e-commerce and marketplace operations professional with approximately 7 years of overall operations experience and nearly 3 years dedicated to marketplace management. Manages end-to-end seller operations across domestic and international channels, including listings, listing optimization, inventory coordination, promotions, advertising support, customer experience, competitor analysis, vendor coordination, and account performance.

MARKETPLACES

Amazon · Flipkart · eBay · Walmart · Etsy · Alibaba · TikTok Shop · IndiaMART

EXPERIENCE

Senior Manager – E-commerce

IMW Services Pvt. Ltd. | Udaipur, Rajasthan, India | July 2026 – Present

- Managing end-to-end e-commerce account operations across multiple marketplaces
- Overseeing product listings, content, pricing, inventory, and account performance
- Improving product visibility and sales performance
- Coordinating with internal teams and stakeholders
- Ensuring smooth marketplace operations

E-Commerce Account Manager

Woodensure | Udaipur, India | January 2026 – July 2026

- Managed seller account operations across Amazon, Flipkart, Alibaba, eBay, Walmart, Etsy, and TikTok
- Created and optimized product listings
- Managed product information and inventory coordination
- Supported shipment-related activities
- Resolved customer issues and buyer inquiries
- Supported advertising campaigns
- Conducted competitor and market analysis
- Monitored account health and marketplace performance
- Coordinated with suppliers and internal teams

E-Commerce Account Manager

Vintage Craft | Udaipur, India | December 2023 – December 2025

- Managed online marketplace operations across Amazon, eBay, Flipkart, Etsy, and other channels
- Created and optimized product listings
- Developed and managed enhanced product content including A+ Content
- Coordinated inventory, product availability, advertisements, discounts, and coupon campaigns
- Resolved marketplace and customer issues
- Monitored competitors and marketplace trends
- Coordinated vendors and internal teams

Operations Executive

UNPC Export Pvt. Ltd. | Udaipur, India | October 2019 – November 2023

- Managed commercial and export documentation
- Managed inventory and stock levels
- Coordinated goods processing and shipments
- Supported payments and operational workflows
- Resolved customer queries
- Managed online product listings for bags across Amazon, Etsy, and IndiaMART

SKILLS

Marketplace Management: Amazon Marketplace, Flipkart, eBay, Walmart, Etsy, Alibaba, TikTok Shop, IndiaMART

E-commerce Operations: Marketplace Account Management, Product Listing, Listing Optimization, Inventory Management, Order Coordination, Shipment Coordination

Product & Content: Product Content Management, A+ Content, Product Optimization

Growth & Performance: Advertising Support, Promotions, Coupons, Competitor Analysis, Market Analysis

Operations: Vendor Coordination, Customer Service, Cross-functional Coordination, Account Health Monitoring

EDUCATION

M.A. English Literature

Government Meera Girls College | Udaipur, India

B.Ed. Arts

Yaduvanshi College of Education | Udaipur, India | 2019 – 2021

B.A. Arts

Government Meera Girls College | Udaipur, India | 2016 – 2018

TOOLS

Microsoft Excel · Microsoft Word · Microsoft PowerPoint