

EDUCATION

- 2020 - 2022
ANNAMALAI UNIVERSITY
Master of Business Administration (HRM)
- 2014 - 2017
SRI KRISHNA COLLEGE OF ARTS
ARTS AND SCIENCE
Bachelor of Commerce (PA)

SKILLS

- E-commerce Platform Management
- Catalog Management & Optimization
- Policy & Compliance Management
- Account Management
- SEO
- Client Management
- Onboarding & Team Development
- Customer Support Excellence
- Virtual Assistance
- Customer Success & Experience
- Emotional Intelligence
- Risk Management
- Digital Marketing

TOOLS KNOWN

- Helium 10
- Merchant Keywords
- Jungle Scout
- Asana
- Slack
- Microsoft Office

ACCOMPLISHMENTS

- Acknowledged by clients through appreciation emails for exceptional support at Vserve Ebusiness Solutions.
- Star Performer Award for outstanding customer solutions for exceptional work delivery at Amazon.
- Received incentives and gift cards for timely task completion at Amazon.

MIRUDHULA BALAKRISHNAN

mirudhula02@gmail.com , +91 7397071795 , +91 9791662844
<https://www.linkedin.com/in/mirudhula-balakrishnan-a8aa0413b>

PROFILE SUMMARY

Results-driven E-commerce Operations Specialist with 6 years of hands-on experience in managing and optimizing online sales. Expert in managing product listings, handling inventory and fulfillment challenges and utilizing data to improve channel performance. Complemented by a strong background in Amazon operations including Seller Central and Vendor Central, proficient in Customer support to quickly resolve high-priority customer and operational issues. Proven ability to lead teams, manage complex projects and provide exceptional support to clients, ensuring high levels of satisfaction and retention. Committed to fostering a collaborative work environment and dedicated to continuous improvement in all aspects of operations. Proven ability to enhance service quality and client retention through effective communication and process improvement.

WORK EXPERIENCE

VSERVE EBUSINESS SOLUTIONS

October 2020 – April 2024

Senior Virtual Assistant

- Led a team of virtual assistants consisting of 5 members, in product listing, template uploads and operations for clients.
- Generated and presented business reports and presentations as requested by clients.
- Assigned tasks to team members and organized meetings to address project challenges.
- Product listing via flat file -single and bulk upload across multiple markeplaces. Title, content, descriptions and keywords optimization,
- Solving violations and maintaining Account health by communicating with Amazon team.
- Communication with clients regarding process updates via slack, Asana and teams regarding task progress and updates.
- Assisted HR with recruitment for the team and additional administrative tasks.
- Recommended process improvements to enhance service quality and client retention.
- Ensured compliance with Amazon policies and regulations.
- Assisted in Amazon operations, helping the team achieve project deadlines efficiently.

AMAZON DEVELOPMENT CENTRE

October 2018 – August 2020

Customer Support Associate

- Provided assistance to customers with inquiries before and after purchases and assisted them throughout the purchase journey.
- Resolved complex issues efficiently through various communication channels including email, chat and call for domestic and international customers.
- Collaborated with cross-functional teams to address and resolve customer needs.
- Documented customer inquiries and followed up until resolution.
- Trained and supervised new hires on customer support processes.
- Participated in training programs to enhance personal and team performance.