

MANSI RAMANI

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PROFILE

Ecommerce and digital marketing professional with 6+ years of experience across Amazon Seller Central, Shopify, and Meta Ads. Built an independent Amazon brand from the ground up, driving a 3.04x average ROAS across 9.6M+ impressions, and later applied the same ownership mindset to full-scale ecommerce operations, paid media, and retail marketing coordination. Comfortable owning a channel end-to-end, from strategy to execution to reporting.

CORE SKILLS

Ecommerce Platforms: Amazon Seller Central, Amazon PPC, Shopify, WordPress, PIM systems

Paid & Social Media: Meta Ads Manager, Meta Business Suite, Google Ads Manager, Amazon Advertising, organic social strategy

Analytics & Tools: Excel (Pivot Tables, VLOOKUP, XLOOKUP), Google Analytics (GA4), SAP, Helium 10, comfortable working with data and numbers

Content & Design: Canva, Adobe Illustrator, Klaviyo (email marketing), content calendars, reels/short-form video

Working Knowledge: Google Search Console, Google Merchant Center

EXPERIENCE

Social Media Coordinator & Store Associate | No Frills

(Sep 2024 – Present)

Toronto, ON

- Coordinate social media content calendars and in-store marketing assets, including banners and labelling, balancing digital and on-the-ground retail execution.
- Support marketing operations across multiple departments, gaining hands-on exposure to retail merchandising and customer-facing communication at scale.
- Maintain consistent brand presentation and messaging across in-store and digital touchpoints.

Ecommerce & Marketing Specialist | SKYBORN

(Aug 2022 – Feb 2024)

Ecommerce brand across Amazon, Shopify, and paid media channels

- Managed Amazon Seller Central operations for 100+ SKUs, including A+ content and Sponsored Ads campaigns generating 70,300+ clicks at a 4.6x ROAS.
- Built and executed a 21-day Meta Ads festival campaign reaching 10,000+ people, driving 40% sales growth and a 3x return on ad spend.
- Built and managed SKYBORN's Shopify store from the ground up, establishing a direct-to-consumer channel alongside Amazon.
- Resolved high-risk customer complaints with a personalized recovery approach, converting a damaged-order complaint into a repeat B2B buyer.

Founder | Astha Enterprise

(Jun 2021 – Jul 2022)

Amazon ecommerce business

- Built and scaled an independent ecommerce business across Amazon, Flipkart, and Meesho, managing ~90 SKUs to profitability.
- Ran Amazon Sponsored Ads campaigns generating 9.6M+ impressions at a 3.04x average ROAS.
- Owned all business operations independently: branding, storefront design, pricing strategy, sourcing, and multi-platform advertising.

E-Commerce Operations Coordinator | Trunish Pharma

(Aug 2020 – Apr 2021)

Regulated pharma / healthcare industry

- Managed ecommerce operations and CRM-driven promotional programs within a regulated healthcare industry environment, including manual data entry and record maintenance.
- Handled B2B client communication, invoicing, quotations, and government tender submissions, along with promotional brochure preparation.
- Supported B2B inquiries and outreach, including direct client calling and relationship management.

Admin / B2B Marketing Intern | Fabric Valley

(Mar 2019 – Feb 2020)

Fabric manufacturing company

- Gained foundational experience in ecommerce operations across Amazon and Flipkart, including website/listing management, advertising, and A+ content.
- Handled manual data entry, invoicing, quotations, and promotional brochure preparation, alongside B2B client inquiry handling and outbound calling.

EDUCATION

Post-Graduate Diploma, Global Business Management

Loyalist College

Bachelor of Business Administration