



PAVITHIRAA VARATHAN

COMMERCIAL BRAND MANAGER @ AIRR LABS

CONTACT

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PROFILE

Dedicated and passionate Key Account Manager with 3.8 years of success in achieving customer and client satisfaction, retention, and referrals through continuous provision of top-quality service. Blending strong analytical and communication skills to identify and address individual client needs, recommending and effectively promoting products in alignment with preferences. Strategically driving full sales of store and product lifecycles, overseeing efforts of teams across high-traffic online environments.

WORK EXPERIENCE



Commercial Brand Manager

AIRR LABS

May 2024 - Present

AIRR Malaysia: new branch in 2024 with prestige brands on-boarded.

- **On-boarded new brands**
 - Led the transition process for eight brands, successfully migrating inventory from the previous service enabler's warehouse to the AIRR warehouse. Ensured uninterrupted operations by effectively handling the transition while stores remained active, avoiding any need for holiday mode downtime.
 - Executed the first Mega Campaign (6.6) in June 2024, achieving a remarkable 158% year-over-year growth for the month. Utilized strategic planning and execution to significantly boost sales and brand visibility.
- **Store Forecasting & Planning**
 - **Sales Planning and Management:** Developed comprehensive sales plans at daily, monthly, and yearly intervals, focusing on key metrics such as Gross Merchandise Value (GMV), order volume, units sold, Average Order Value (AOV), and Conversion Rate (CR%). Ensured stock availability to meet demand through the end of each month.
 - **Stock Forecasting and Coordination:** Conducted proactive stock forecasting for all brands in the MY and SG regions, utilizing product-level analysis to benchmark top-selling and slow-moving items. Collaborated with clients and warehouse management to discuss upcoming stock orders and estimated arrival times. Coordinated inbound schedules with the warehouse team to prevent Out of Stock (OOS) issues during campaign periods.
 - **Campaign Planning and Execution:** Strategized and executed monthly marketing and promotional campaigns. Developed contingency plans to address potential gaps in achieving targets, ensuring successful campaign outcomes.
- **Team Leadership and Operational Guidance**
 - Supervised a team of Commercial Store Associates and Brand Specialists, providing guidance on managing assigned brands effectively.
 - Led operational responsibilities on Lazada and Shopee platforms, focusing on customer service management to meet KPIs based on store metrics.
 - Developed and implemented customer service chat templates for both campaign and Business as Usual (BAU) periods, enhancing communication efficiency.
- **Customer Service Management**
 - Managed a customer service team based in the Philippines, providing necessary resources and training to handle customer inquiries effectively.
 - Prepared daily checklists to monitor priority tasks and deadlines, ensuring smooth operations and timely completion of key activities.
- **Content and Campaign Coordination**
 - Collaborated with the Studio Team on livestreams and visual content creation.
 - Prepared detailed campaign briefs for designers, resulting in reduced bounce rates, increased page views, and improved conversion rates (CR%) during campaigns and BAU periods.

- Develop and sustain long-term relationships with key stakeholders, including brands and marketplace platforms, to advance business goals and enhance the brand's online presence. By effectively managing these relationship, I closely monitored company objectives by increasing the brand's online presence.
- Discovered emerging e-commerce trends and growth opportunities, then develop and execute action plans to capitalize on them
- Analyze and interpret brand's performance by consumer behavior to identify strengths, weaknesses and business opportunities. This will be discussed in every week and monthly business review reporting with the brands.
- Maintained accurate records of inventory by ensuring smooth operation of brand portfolios, including accurate forecasting and customer order fulfillment.



Key Account Manager

Lazada Malaysia

June 2023 - May 2024

- **Seller / Brand Management (LazMall & Marketplaces)**
 - Cultivating connections and fostering relationships with key sellers to strategize and coordinate assortment planning, pricing structures, as well as promotional and campaign initiatives (A+, Mega, Mid Month Sale, Brand Spotlight, LazLook Fashion and etc.). Exceeding sales objectives by a remarkable increase of approximately +124% through effective planning and execution.
 - Analyzing and presenting weekly performance metrics to category lead, actively contributing to both weekly and monthly business reviews for the Fashion Accessories & Bags and Travel sellers/brands. Work closely with sellers/brands to address and bridge gaps, ensuring the achievement of targeted goals.
 - Gaining insights into the market dynamics of the Fashion category, identifying trends (Seasonal Campaigns), and assisting the category lead in crafting a strategic plan to foster the growth of the segment. Leveraging insights into market trends, the Bags and Travel category surpassed the target by an impressive 200% in the third quarter of 2023.
 - Stay consistently prepared to acquire new skill sets and remain at the forefront of e-commerce knowledge development. Guide and support sellers in embracing innovative tools and features to enhance customer engagement and retention. (Lazada Programs - Free Shipping Max, LazCoins, Co-Fund Vouchers)
- **Collaborating with cross-functional teams to implement campaigns and drive the execution of strategic projects**
 - **Marketing Solution:** Worked closely with Marketing Solution team in crafting and executing comprehensive strategies to enhance brand visibility and drive sales. Leveraging innovative campaigns and promotional activities to maximize the impact of marketing efforts on the platform. Collaborated closely with the marketing team to manage sponsored discovery ads, while successfully promoting and selling barter packages and annual packages. Led CPAS marketing for a majority of top sellers on Facebook and Instagram posts
 - **Livestream and KOL engagement:** Executing livestream initiatives on the Lazada platform with the livestream team by planning, coordinating, and hosting engaging live broadcasts to showcase products, interact with the audience, and drive sales. Collaborate with KOLs to enhance brand visibility, drive engagement, and promote products effectively during live broadcasts and roadshows. Livestream and KOL engagement for sellers/brands has increased the sales and traffic to the stores about +180%.
- **Project Management Office (PMO) for multiple campaigns and seller programs**
 - Oversees strategic campaigns and collaborating closely with the campaign team to secure maximum exposure for Fashion category sellers/brands. Meticulously monitor seller participation, address gaps in Gross Merchandise Value Contribution (GMVC) prior to campaign launches, and collaborate closely to boost Add-to-Cart (A2C) rates. Closing sales through enhanced exposure (voucher exposure, Top Seller GSKA/KA [Nike, Adidas, Puma, Timberland ad etc.] front page exposure, Coins Page Takeover and etc.), strategizing contingency plans, and coordinating participation in flash sales and other initiatives. Attained the highest achievement to date for LazMall Local, achieving an impressive 193k USD. Significantly, the last highest record was set in June 2023, and directed an impactful comeback in January 2024 during my role as a Project Management Office (PMO) member.



Senior E-commerce Commercial Associate

ADA, Kuala Lumpur, Malaysia

June 2021 - June 2023

- AAD Awake Asia Distribution Company has merged with ADA Company under Axiata.
- Specialized in Health & Beauty Category with 3 years of experience by managing, developing and implementing e-commerce strategy in order to improve online stores.
- Setting targets and planning for sales, traffic and conversion for brands by tracking daily, weekly, monthly and yearly sales. Stock forecasting on weekly and peak periods for the stores to avoid out of stock issues.
- Led teams of staff from different category brands (Amore Pacific brands and P&G) and departments (Digital Marketing, Customer Service, Designers and Non-Content Creators) ensuring that each individuals are furnished with practical guidance as required.

- Continued managing Revlon Brand in online store with annualized gross sales of \$222k. Achieved year-on-year revenue growth of 111%.
- Managed & implemented a strategic online store redesign to attract new and existing customers, improve brand messaging to have high customer engagement, and improve conversions, resulting in a 22% increase in AOV, a 9% increase in traffic & decrease in Bounce Rate & Abandoned Carts by 20%.
- Developed technical presentations, proposals & perform business reviews to the clients on weekly and monthly updates in all aspect of the online store performances with given next action plans and recommendations. Understood the concepts and building blocks of Gross Merchandise Value (GMV) by analyzing the past, present and potential patterns of the online business with the current trend.
- Work closely with Key Account Managers(KAM) from each platforms to increase store visibility by getting limited deals and promotions for the stores. Managed to get BeautyCam feature throughout the year & Limited Flash Livestreams from the KAM.
- Analyzed various data in order to deliver data driven strategies for every campaigns by doing competitor analysis and post-mortem report to understand how to improve and do best for the brand. Achieved 83% uplift in visitors and 40% uplift in GMV vs previous campaigns in the store.



E-commerce Commercial Associate

AAD Awake Asia Distribution, Kuala Lumpur, Malaysia

June 2020 - June 2021

- Started internship as Commercial Associate.
- Providing services for clients/ brands in multiple online platforms (Lazada, Shopee, Redmart, Qoo10, Zalora, Amazon, Tokopedia and etc.).
- Managed (Jordan) Health & Beauty Category brand by giving end-end services. Turned around the sales from -27% to +24% in 9 months by working with the brand and internal team members (customer service, content, non-content team members and external vendors) to identify opportunities for business development and set financial plans.
- Analyzed SKU Key Fill In Attributes to improve assortment and improve promotion planning and CR%.
- Implemented affiliate marketing campaigns for new product developments; affiliate revenue increased from zero to 7.5% of overall business in all platforms.
- Recommended strategies to increases sales. Analyzed and monitored success of daily, weekly rate strategies. Prepared and led weekly revenue meetings with clients with supported reports and data.
- Worked with external vendors to develop relationships and establish inventory strategies. Planning with external vendors and internal supply chain team on stock forecasting.
- Opened new store for (Evian) Grocery Category brand in multiple platforms and countries (Malaysia, Singapore, Thailand, Indonesia, Philippines, Taiwan , and Vietnam) by following localization strategy and given licensing. Worked closely with platform Key Account Managers and internal team (designers and customer service) to provide the brand with certified Mall Seller in each platforms.
- Opened new store (Flokk) Furniture Category brand in multiple platforms and countries (Malaysia, Singapore, Indonesia). Provided end-to-end services by working closely with the brand and external vendors in modernizing the stores and direct to customer (D2C) e-commerce processes. Increased conversion by +15%, reduced bounce rate by 32%, and improved user engagement.
- Managed (Revlon) Health & Beauty Category brand (Malaysia & Singapore) by providing end-to-end services with all online activity in relation to traffic acquisition, sales, conversion and reporting directly to the clients.



Sales Assistant (Part-Time)

Pierre Cardin Lingerie, Paradigm Mall, Petaling Jaya

August 2017 - December 2017

- Assist customers' needs and wants in inner wears and sports attire. Recommending the products that fits and suits the best for the customers.
 - Managed and operated the store by doing opening and closing.
 - Handled cashiering on money in and out together with debit/credit card payments. Reporting to the manager on the sales generated on daily basis by doing sales closure.
 - Do stock replenishment on inbound and outbound of new and old stocks.
 - Display on products with the given pricing list with promotions and non-promotions items on the floor of the store.
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SKILLS

- **Project Management:** Asana.com & Trello.com
- **MS Office:** Words, Excel, PPT, Teams, Outlook
- **Editing & Photoshop**
- **Stocking, Replenishing, Shipment & Processing:** iStore iSend, Epsilo, SelluSeller
- **Digital Marketing:** SEO, CPAS, Onsite & Offsite Marketing
- **Sales & Marketing**
- **Business Development**
- **Analytics**
- **Leadership**

EDUCATION

Bachelor in Business Administration (HONS)

2017 - 2020

UNITAR International University

- CGPA: 3.75 / 4.00
- Major in Marketing
- Dean's List & First Class Honor
- Participated in TV3's drama series: Adellea Sofea (Oct 2019)
- Produced a corporate video advertisement (Wisesight Malaysia - 2019): <https://m5.gs/eDFheX>

Foundation in Information technology

2016 - 2017

UNITAR International University

- CGPA: 3.72 / 4.00
- Dean's List
- Secretary of Event Management (2016) [Foundation: Darevolution Club]

LANGUAGES

- English
- Malay
- Tamil
- Malayalam

CERTIFICATION & PROJECTS

LinkedIn Learnings

- Ecommerce Fundamentals
 - Google Analytics 4 (GA4) Essential Training
 - Interaction Design for Ecommerce
 - Learning Secure Payments and PCI
 - Marketing Foundations E-commerce
 - Migrating from Universal Analytics to Google Analytics 4 GA4
 - SEO Foundations
 - WordPress Ecommerce
 - Speaking up Whistleblowing
 - BigCommerce Essential
 - Building Your Marketing Technology Stack
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- Digital Transformation Foundations
- Cybersecurity Refresher
- Data Privacy Refresher
- Enterprise risk Management
- Anti-bribery and Anti-corruption
- Code of Conduct

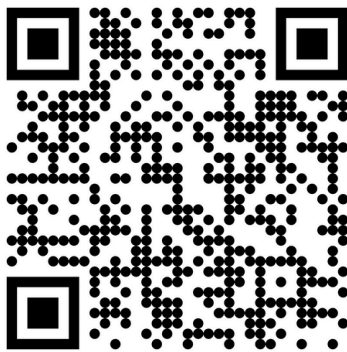
Projects

Title: FMCG Industry In E-commerce

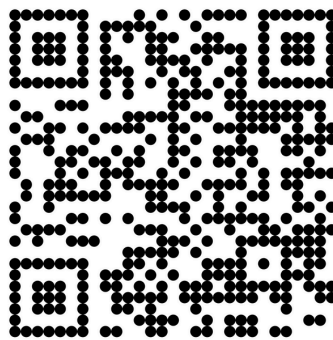
- Understanding What and How The Industry Takeover The Business Growth During Covid-19 Pandemic

Award: Top 3 Winner

REFERENCES



Pratik Kothari,
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Shasha Sekharan
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