

Aadil Rangraz

Director of E-commerce & Brand Strategy

8+ Years in E-commerce | Fashion & Apparel | Performance Marketing | AI/LLM Evaluation

📍 Jaipur, India 302029

📞 +91 9660 454517

✉ aadilrangraz1@gmail.com

🌐 <https://www.aadilrangraz.com>

🔗 www.linkedin.com/in/aadil-rangraz-7466a3163

PROFESSIONAL SUMMARY

Results-driven Director of E-commerce & Brand Strategy with 8+ years of experience scaling fashion brands across India's leading marketplaces. Spearheaded growth from inception to ₹60 Cr annual GMV at Nehamta/Gouriwala Textile Private Limited, managing end-to-end operations across Myntra, Flipkart, Ajio, Nykaa, Amazon India, and international platforms (Amazon.com USA via FBA, Etsy & eBay). Expert in performance marketing across all major ad platforms, private label development, and data-driven decision making. Actively leverages Generative AI tools (ChatGPT, Claude, Gemini) to optimize marketing copy, product content, and business workflows. Complemented by professional AI/LLM quality evaluation experience at Turing and a deep-rooted understanding of women's fashion, fabrics, and garment production from a textile family background.

CORE SKILLS

E-commerce Strategy	Performance Marketing	Brand Management
P&L Management	Marketplace Operations	Buying & Merchandising
Inventory Management	Data Analytics	Women's Fashion Buying
Vendor Management	Team Building	AI/LLM Evaluation
Generative AI Tools (ChatGPT, Claude, Gemini)	Prompt Optimization	AI-Assisted Marketing

PERFORMANCE MARKETING EXPERTISE

Ad Platforms: Google Ads • Meta Ads (Facebook & Instagram) • Amazon Ads India • Amazon.com Ads (USA) • Flipkart Ads • Myntra Ads • Ajio Ads • Nykaa Ads

Key Achievement: Managed monthly ad spends of ₹10–20 Lacs, driving ₹27–30 Cr in annual ad-attributed revenue at up to 20x ROAS - contributing ~50% of total online GMV.

WORK EXPERIENCE

Director of E-commerce & Brand Strategy

Nehamta | Gouriwala Textile Pvt. Ltd. | Jaipur, India

July 2019 – Present

Leading end-to-end e-commerce and brand strategy across Indian and international marketplaces - Myntra, Flipkart, Ajo, Nykaa, Amazon India, Amazon.com (USA - FBA), Etsy & eBay.

- Spearheaded brand growth from inception to ₹60 Cr annual GMV - comprising ₹52–54 Cr online (₹27–30 Cr ad revenue, ₹22–24 Cr organic) and ₹6–8 Cr offline - across Indian and international markets including Amazon.com (USA) via FBA warehousing, Etsy, and eBay.
- Managed end-to-end marketplace operations across Myntra, Flipkart, Ajo, Nykaa & Amazon India - achieving 25.8% MoM and 35% Mo2M consistent growth through channel optimization and strong branding.
- Drove ₹27–30 Cr in annual ad-attributed revenue managing monthly ad spends of ₹10–20 Lacs via Google Ads, Meta Ads, and all major marketplace ad consoles - achieving up to 20x ROAS.
- Launched and scaled 4 private label brands (Sangaria, Devastri, Kalini, IndiePicks) from concept to marketplace presence across all leading platforms.
- Directed full-scale P&L management for online and offline business including V-Mart store chains; onboarded premium partners (IndoEra & Ishin) contributing 10% of total GMV.
- Led women's fashion buying with expertise in fabric types, print types, patterns, and product development - ensuring high sell-through rates and minimized dead stock.
- Implemented data-driven pricing, discount, and inventory strategies across own and marketplace warehouses to maximize yield and profitability.
- Built and led cross-functional teams, championing internal workflow initiatives to enhance operational efficiency and team productivity.
- Leverages Generative AI tools (ChatGPT, Claude, Gemini) for ad copywriting, product content creation, and marketing strategy optimization - improving output quality and team efficiency.

AI Quality Analyst – Personalization (Hindi)

Turing.com | Remote

March 2026 – Present | Contract

- Evaluating and improving AI/LLM-generated responses for quality, accuracy, and relevance in Hindi language contexts.
- Working on personalization models - applying structured evaluation frameworks and strict quality guidelines for large language model improvement.
- Leveraging e-commerce domain expertise to assess AI outputs in retail and marketplace contexts.

Analyst – Retail & E-commerce

Turing.com | Remote

November 2025 | Contract

- Conducted structured analysis and evaluation of AI outputs in the retail and e-commerce domain for a 1-month project engagement.

Catalogue & Order Process Manager

Indibni Private Limited | Jaipur, India

July 2017 – June 2019

- Managed end-to-end catalogue operations and order processing workflows for an e-commerce platform.
- Streamlined inter-departmental communication, developed process documentation, and analyzed workflow bottlenecks to drive operational efficiency.
- Coordinated with suppliers and vendors ensuring timely delivery; provided leadership in process mapping and training material development.

Trek Leader

trekNtalk | Jaipur, India

May 2019 – Present

- Leading trekking and outdoor adventure groups - building leadership, people management, and team coordination skills.

EDUCATION

MBA – E-commerce Marketing & Management

Suresh Gyan Vihar University, Jaipur
April 2024

Master of Commerce – Business Economics

University of Rajasthan, Jaipur
April 2021

Bachelor of Commerce – Business Administration

University of Rajasthan, Jaipur
April 2019

CERTIFICATIONS

Amazon Sponsored Ads – Advanced

Amazon | March 2025

Digital Marketing & E-commerce Specialization

Google (Coursera) | March 2025

LANGUAGES & DOMAIN KNOWLEDGE

Languages

Hindi - C1 Advanced (Native) | English - B2
Upper Intermediate | Urdu - B2 Upper
Intermediate

Fashion & Textile Domain Knowledge

Deep expertise in fabric types, print types, patterns, garment production & women's apparel buying - backed by a family legacy in fabric dyeing and traditional textile techniques.

AWARDS & ACHIEVEMENTS

- Promoted to Director of E-commerce & Brand Strategy at Nehamta/Gouriwala Textile Private Limited (March 2026) - recognition for driving ₹60 Cr GMV growth and building a high-performance e-commerce team.
- Received laptop & award from District Magistrate for securing 10th rank in district merit list in 12th class Senior Secondary Examination.