Satya Prakash Rai

E-commerce & D2C Leader | Growth, Profitability & International Markets

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PROFILE

15+ years across e-commerce, D2C and digital marketing. I combine hands-on acquisition, retention and website delivery with international growth, commercial management and team leadership.

Experience combines hands-on performance marketing, CRM, conversion optimisation and website delivery with multi-market business management, P&L responsibility and leadership of digital delivery teams.

Current DTC scope: GBP 3.5M monthly net sales | GBP 1M monthly marketing investment | 5 direct and 70 indirect reports | Business and P&L decision-making authority.

SELECTED COMMERCIAL RESULTS

• International D2C portfolio: monthly net sales increased from approximately GBP 1.91M in October 2024 to GBP 3.50M in August 2026. Portfolio growth was approximately 83%; the original eight markets grew approximately 68%.

• Skullcandy India: built the D2C business from zero to approximately INR 120M annual revenue in 2020.

• Commerce Pundit: project profitability improved from approximately 4% to 16%, alongside approximately 40% improvement in average account revenue over 12 months.

CAREER EXPERIENCE

Digital Marketing Manager - D2C / Website Business

Zydus Wellness / WeightWorld | Oct 2024 - Present

• End-to-end business responsibility across WeightWorld, Animigo and ShytoBuy, from basic operations through commercial management and P&L.

• WeightWorld and Animigo: USA, UK, Ireland, France, Netherlands, Germany, Spain, Sweden, Italy, Poland, Portugal and Denmark. ShytoBuy: the same markets excluding the USA.

• Connect acquisition, retention, forecasting, product performance, promotions and stock to revenue and profitability.

• Built an influencer marketing capability involving 500+ creators across eight countries in approximately six months; developed the team, process, tools and training.

Digital Marketing Account Manager & Customer Success Manager

Commerce Pundit | Apr 2021 - Oct 2024

• Led digital delivery teams comprising 50+ specialists and 10 managers across global e-commerce accounts.

• Worked across customer success, account growth, performance diagnosis and project delivery economics. Client portfolio exposure included more than USD 10M in annual paid-media spend.

Satya Prakash Rai | Career & Selected Projects

Sr. Manager - Marketing, Branding & E-commerce

Skullcandy India | Dec 2019 - Apr 2021

• Built the D2C business during the 2020 retail disruption, bringing together website infrastructure, demand generation, customer care and order operations.

• Delivered approximately INR 120M annual D2C revenue in 2020 from a starting point of zero.

Sr. Manager - Digital Marketing, Branding & Retail Sales

Syrex Infoservices India Pvt. Ltd. | Apr 2016 - Dec 2019

• Worked across digital marketing, brand, retail support, annual operating planning, process improvement and automation.

Manager - Sales, Marketing & Business Development

Edge Medical Pvt. Ltd. | Jul 2013 - Mar 2016

• Built commercial, sales and marketing experience.

Assistant Manager - Sales & Marketing

Mega Medical Pvt. Ltd. | Dec 2011 - Jun 2013

• Established a foundation in sales, marketing and commercial execution.

SELECTED CLIENT PROJECTS

• **Big City Sportswear, USA:** delivered 8x ROAS through performance marketing for custom printing; addressed dynamic pricing in product listing ads.

• **Container Exchanger, USA:** built and scaled organic growth, achieving 30% growth in six months.

• **AutoParts4Less, USA:** improved marketing profitability while handling project delivery, a new website build and migration.

• **Merlin Auto, USA:** marketed and sold high-end automotive services; built the website and custom CRM.

• **Prime Cabinetry, USA:** managed performance marketing for a complex category with predominantly custom-made products.

Additional brand and client experience: Animigo, ShytoBuy, Stiebel Eltron (Australia), CASIO MEA (MENA), Pixies Gardens, Clay in Motion, BOHO Creations, Donut Palace, Liquid Audio, Rockabilia and Beyond Creations. Full project descriptions are available on the portfolio.

CORE CAPABILITIES

E-commerce and D2C | P&L and commercial management | International markets | Performance marketing | Customer acquisition | CRM and retention | Conversion optimisation | Influencer marketing | Commercial analytics | Website delivery and migration | Team leadership