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| Faraz Ahmed | | |
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| Project Marketing Manager (B2B Ecommerce UK) | | |
| Objective | | |
| |  | | --- | | An able focused, skilled, reliable, committed and goal oriented **Ecommerce Professional, Operations Specialist, Data Operations and analysis professional, Digital Media Marketing Professional and WordPress expert**. I present myself with a diverse experience and skill sets of both Local and International Ecommerce including EBay. My personal attributes including dedication, humbleness, quick learner, goal oriented, innovative and creative approach. I seek professional and growth oriented opportunities of progress and professional development with mutual growth of organization and personal development. | | | |
| Work Experience | | |
| Dec 2021 – Present | **Project Marketing Manager (B2B Ecommerce UK)**  *Digital Solutions Ltd (UK)*  **Key Responsibilities**   * Complete Ecommerce B2B Project Management * VARStreet – B2B Business Management Application * Business Relation Management with Potential VARs / Suppliers UK and Europe * Email Marketing and Feed Marketing Reseller Business Management * Team Lead Supervise SEO / SMM / SEM and Reporting * Web Portal Content Planning and Management * Organic and paid business growth Strategist | | |
| June 2021 – Dec 2021 | | **Deputy Manager Ecommerce**  *Home and Lifestyle (Islamabad)*  **Key Responsibilities**   * Complete Ecommerce Project Management * Supervision of Sections and Team * Ecommerce Policies / SOPs Adherence and Compliance Management * Digital Media Marketing Management * Supply Chain Management * Product, Theme and Lifestyle Photography and Designing Management * Sales growth and business growth tactics design and implementation * Audits and Reconciliations * Logistics, warehousing, Supply chain Management * Before and After Sales Customer Care Management * Sales Analysis, MIS & Analytics |
| Feb 2019 – May 2021 | | **Team Lead Ecommerce / Digital Media**  *Rivaj UK Cosmetics, Rivaj HD Cosmetics, Amrij Cosmetics & Lingerie, RIOS*  **Key Responsibilities**   * Brand’s Multiple Ecommerce CMS Management (Magento and Wordpress) * Multi-vendor Ecommerce CMS Management * Supply Chain Management * Key Account Management * Ecommerce Policies / SOPs Adherence and Compliance Management * Audits and Reconciliations * Logistics and warehousing Management * Sales Analysis, MIS & Analytics * Digital Media Marketing Management * Ecommerce Project Management |
| Nov 2018 – Feb 2019 | | **Ecommerce Consultant**  *Herbo Natural*  **Key Responsibilities**   * Digital Media Marketing Campaigns and Engagement (Facebook and Instagram) * Ecommerce CMS Management in Open Cart * Multi-vendor Ecommerce CMS Management * Sales Analysis & MIS |
| Feb 2018 – Oct 2018 | | **Senior Ecommerce Executive**  Worked as Senior Ecommerce Operations Executive at Charcoal Head Office Lahore.  *Charcoal*  **Key Responsibilities**   * Ecommerce operations management from sales order process till its delivery. * Customer Care and Customer Support Management through different channels. * Project Coordinator for New Website Design and Development with outsourced team in Magento 2.0 CMS. * MIS reports and analysis, data management, data operation and presentations for B2C Online Business Visibility, Planning and Growth. * Close Coordination with with marketing team for Promotions, advertising, engagement through Social Media and other channels. * Management of product shoots. * Logistics Management and Inventory management * Key Accounts Management |
| Dec 2016 - Feb 2018 | | **Ecommerce Officer**  *Selecto & Smartlink Technologies (MI Mobiles) Selecto.pk & Mistore.pk*  Worked as Ecommerce Officer of Selecto & Smartlink Technologies (MI Mobiles) Selecto.pk (Market Place) & Mistore.pk. Leading a team and Looking after Other Key Accounts of Daraz.pk and Yayvo.com (TCS Ecommerce Division) for business profitability and growth maximization.  **Key Responsibilities:**   * B2B and B2C Sales and Sales Management * Inventory and Logistics Management. * Product Management, Pricing, Social Media and Graphics Management * Vendor Management and Customer Care * Monitoring and Analysis of Business regarding Revenue generation, Sales Leads, Online Traffic and MIS. * Online Store Management and Key Account Management * Online promotion, deals and Offers Planning and implementation * Ensure Best practices for Online Web Traffic and Affiliate Promotions * Looking After Complaints and Claims Department. * Brand activation and Official Visits |
| April 2015 - Nov 2016 | | **Ecommerce Executive / SEO**  *BS Homewares*  Worked as an Ecommerce Executive at UK based software house with EBay and Amazon seller Accounts. Supervised a team and entire Management of other ecommerce platforms based on Word press and Magento.  **Key Responsibilities:**   * EBay, Amazon Customer Support to London, Scotland and Ireland online buyers / customers. * Customer Support to other than UK buyers / customers. * Handling and Management of EBay, Amazon Logistics Matters including (MyHermes, Yodel and Royal Mail, Parcel Force) * EBay, Amazon Seller Account Management including product listing, stock management and price management. * Oversee customer complaints, damage and return issues. * Take care of store rating, top rated tag and listing’s performance * Coordination with UK warehouse team regarding daily order processing and daily orders reporting. * Entire Management of Other Ecommerce Platforms of Wordpress and Magento with their Social Media management |
| Education | | |
| 2001 – 2003 | | BSCs  *Petroman in Affiliation with Khairpur University*  Subject: Computer Science |
| 1999 – 2000 | | Intermediate  *Board of Intermediate and Secondary Education - Hyderabad*  Subject: Science |
| 1997 - 1998 | | Matriculation  *Board of Intermediate and Secondary Education - Hyderabad*  Subject: Science |
| Skills | | |
| **Microsoft Office**  Word, Excel, PowerPoint, Access | | |
| **Ecommerce Content Management Systems**    Wordpress, Woocommerce, OpenCart, Magento, Shopify, Fishry | | |
| **ERP Systems Worked**    MS AX Dynamics, Candela, VARStreet and Oracle | | |
| **Social Media, Search Engine Marketing, SEO**  Facebook, Instagram, Youtube, Linkedin, SEO, SEM, Google Analytics | | |
| Professional Seminars/ Workshops | | |
| * Motivational and Leadership Training @ Qasim Ali Shah Foundation * Sales Training by The We Factor Motivational Trainer * Certificate of business growth 2022 * Attended Various Workshops, Seminars and Summit on SEO and SMM * Daraz Mall Summit 2019 * One Day Practicle Workshop at Assets Cart By Farhan Tahir on Amazon Product Hunting, Sourcing and Listing | | |
| Awards / Appreciation / Certificate | | |
| * One and Half month Social Media Marketing Training. * Complete 5 Hrs Training on SEO. * Received award (Shield) at ZIL limited formerly Zulfeqar Industries Limited on outstanding performance in successful Implementation of ERP system at Sales operations department. * Certificate and prize money on outstanding performance at ZIL formerly Zulfeqar Industries limited for the year 2006-2007. * Certificate and prize money as 2nd most competent employee at Shangrila Pvt Ltd for the year 2008-2009. | | |
| Personal Information | | |
| * Date of Birth: 26-Sep-1982 * Marital Status: Married * Nationality: Pakistani | | |
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