

Mikail S

Commerce & Retail Media Manager

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Visa Status : Job Seeker Visa (Dec 20 - April 19, 2026)

SUMMARY

E-commerce Growth Manager specializing in both endemic and non-endemic advertising across programmatic platforms, and marketplace ecosystems. Proven track record in scaling brands across IND, GCC and SEA through efficient budget allocation, conversion-led media planning, and high-impact product launches. Strong in insights, forecasting, and aligning full-funnel media strategies with commercial growth objectives.

WORK EXPERIENCE

Commerce Manager

Dentsu (Uplers) | Remote

Aug 2024 - Present

- ❖ Managed **USD 1.2 M+** advertising budgets across **APAC**, delivering **30–45% uplift in ROAS** for Lenovo, Bosch & Microsoft.
- ❖ Improved **Ad-Attributed Sales by 34%** by deploying full-funnel strategies across **Amazon DSP, SP, SB, SD, SBV**.
- ❖ Launched **2 brands (Vinamilk & Elixir) in SEA Market**, driving a **3.5x jump in New-to-Brand customers** during the first 90 days.
- ❖ Reduced wasted ad spend by **18%** through audience refinement, negative keyword automation & AMC-driven insights.
- ❖ Built weekly forecasting dashboards that improved decision speed & **cut campaign turnaround time by 25%**.
- ❖ During mega-sale events, activated TikTok creators & affiliate ads led to a **2x spike in traffic** and **+28% conversion rate**.
- ❖ Partnered with client strategy teams to deliver BLS (Brand Lift Studies), uncovering **+21% uplift in brand consideration**.
- ❖ **Platforms:** Amazon | Amazon DSP | TikTok Shop | Shopee | Lazada | Noon
- ❖ **Top Brands Managed:** Lenovo | Bosch | Microsoft | Shiseido | Hilton | Air New Zealand | Vinamilk

Publications & Featured Work :

❖ Case Study: [E-commerce ROAS & CTR% Improvement](#)

[Published by Mavlers](#) — Showcasing ROAS gains through a full-funnel campaign.

❖ Marketplace Mastery: [Expert Tips on Scaling, Building Trust & Tackling Challenges](#)

[Published by Mavlers](#) — Marketplace growth and trust-building strategies

Sr.Ads Manager

Tech Mahindra | Bengaluru

Apr 2023 - Aug 2024

- ❖ Managed PPC operations for **120+ advertisers** across India, consistently achieving **12–30% MoM ROAS growth**.
- ❖ Reduced ACoS by **up to 22%** using AMC analytics, Amazon Pi & keyword clustering strategies.
- ❖ Revived **40+ inactive ad accounts**, increasing adoption of advanced formats (**SBV, SD**) by **35%**.
- ❖ Improved share of voice & placements resulting in **23% increase in CTR & +19% CVR** across major accounts.
- ❖ Supported **\$1M+ revenue goal** for advertiser set by implementing funnel-specific bid automation & ASIN-level optimization.
- ❖ **Categories:** Softlines | OHL (Home, Kitchen, Lifestyle).

KAM (eCommerce Specialist)

Graas.ai | Coimbatore

Aug 2020 - Oct 2022

- ❖ Drove **2x GMV growth in 12 months** by improving pricing, assortment depth & Buy-Box win rates.

- ❖ Fixed overselling issues via SKU deduction automation → **43% reduction in order cancellation rate.**
- ❖ Elevated product discoverability resulting in **30–55% rise in organic traffic & 20% improvement in conversion.**
- ❖ Launched **15+ product collections** for PUMA, Coca-Cola, Disney across SEA, achieving **avg. 27% revenue growth per launch.**
- ❖ Partnered with the tech team to build marketplace visibility dashboards, improving cross-functional alignment, accelerating issue detection, and **sustaining 99%+ SLA compliance.**
- ❖ Designed **end-to-end SOPs for Lost-in-Transit and Delivery-Failed orders**, standardizing how inventory, refunds, warehouse returns, and marketplace compensation are handled. This improved alignment between tech, operations, and warehouse teams and **reduced disruptions to OMS/IMS flows**
- ❖ Reduced return/replacement ratio by **18%** through root-cause analysis & policy optimization.
- ❖ Managed cross-border fulfillment aligning with warehouse teams, improving delivery SLAs to **>96%**
- ❖ Enabled the PUMA relaunch in SG, MY & PH by overseeing the **launch of 6,000 SKUs and driving weekly onboarding of 100+ SKUs.** Collaborated closely with creative, marketing, Tech and operations teams to deliver promotional content, campaign assets, and improve marketplace operational efficiency.
- ❖ **Platforms:** Shopee | Lazada | Zalora | Shopify | WiX | Flipkart | Amazon | Meesho | Noon | Qoo10
- ❖ **Top Brands Managed:** PUMA | SkullCandy | Rad Russel

HONORS AND AWARDS

- ❖ **Grass.Ai : Best Individual Performer** - Recognized for outstanding contribution to campaign performance, operational excellence, and cross-functional collaboration.
- ❖ **Amazon : Best Performer (Great Freedom Festival)** - Awarded for delivering strong sales performance and effective marketplace execution during a high-impact promotional event.
- ❖ **Amazon : Best Performer (Great Summer Sales)** - Honored for consistent performance, optimization discipline, and revenue growth during a key Amazon sales period.
- ❖ **Uplers : Upstar, Take Charge Award** - Recognized for leadership, ownership, and initiative in managing complex marketplace and advertising operations.

SKILLS

- ❖ **Growth & Advertising :** Endemic & Non-Endemic Advertising Strategy | Full-Funnel Media Planning & Optimization | ROAS, CPA & NTB Growth Optimization | Retail Media & Marketplace Advertising | Budget Forecasting & Spend Scaling.
- ❖ **Data & Decision Making :** Performance Analytics & Insight Generation | Campaign Testing & Optimization Frameworks | Attribution & Funnel Analysis | Data-Driven Decision Making.
- ❖ **Marketplace & Operations :** Marketplace Operations & SLA Management | Promotional & Peak Event Planning.
- ❖ **Technology & Enablement :** Marketing Technology (MarTech & AdTech) Enablement | Platform Adoption & Workflow Optimization | Reporting Dashboards & Performance Governance.
- ❖ **Collaboration & Leadership :** Cross-Functional Stakeholder Management | Client & Account Growth Strategy | Process Design & SOP Development.
- ❖ **Technical Skills :** MS Office | Google Workspace | Jira | Asana | Confluence | Trello | OMS | WMS | IMS | PIM | CRM | SQL Basic | Amazon Marketing Hub (AMH) | Amazon Pi.

EDUCATION

- ❖ **B.Sc. in Computer Science, from Bharathiar University.**
- ❖ **MBA in Marketing, from Symbiosis International University.**