

# Roshanak Rahrow

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## PERSONAL STATEMENT

I am a highly motivated and results-oriented individual with extensive experience managing various departments in e-commerce. My expertise includes platform management using Shopify, executing marketing campaigns with Klaviyo and Adobe, and leading operational teams. I possess strong communication skills and a genuine enthusiasm for learning. To enhance my skill set, I enrolled in a 12-week, full-time training program with Generation UK, where I completed over 400 hours of technical and professional development. During this program, I acquired advanced skills in Python, data pipelines, Postgresql, and agile methodologies, enabling me to make strategic analytical decisions through creativity and collaboration.

## KEY SKILLS

- **E-commerce platform Management:** Managed e-commerce platforms, including website administration, content creation, and marketing campaigns, to drive online sales and enhance user experience.
- **Digital Marketing:** Developed and executed marketing campaigns using Klaviyo and Adobe, including email marketing, content creation, and promotional activities, to drive online sales.
- **Retail Operation:** Oversaw all aspects of store operations, including inventory management, order fulfilment, and enhancing customer satisfaction by streamlining logistics.
- **Data analysis:** Produced clear KPI reports, facilitated data-driven meetings, and provided actionable insights to guide staff in achieving SMART goals.
- **Strategic planning:** Collaborated across teams to compile and analyse reports using Google Sheets, Git and agile methodologies to develop results-focused strategies.
- **Relationship building:** Cultivated strong relationships with clients, staff and partners by providing a collaborative environment and maintaining clear communication
- **Willingness to learn:** Dedicated 12 weeks of full-time learning to acquire both soft and technical skills

## EXPERIENCE

### **Generation Data Engineering Training, Feb 2025 - May 2025**

The 12-week full-time intensive training program provided comprehensive training in data engineering, focusing on practical skills development. Key projects included designing and building an order management application with Python and Postgresql, and a collaborative project applying agile methodologies and MVP principles to implement an AWS-based solution with S3 buckets, Lambda and Redshift for data warehousing and real-time processing.

- Python Programming for data analysis and automation
- Relational databases and SQL (Postgresql, Snowflake)
- Version Control with Git
- ETL pipeline design and implementation
- Cloud computing with AWS (S3, Lambda, Redshift, EC2)
- Agile methodologies and project management
- Development of behaviour skills & mindsets, honing in on self-improvement, patience and emotional intelligence
- Utilising Docker for containerising applications and streamlining deployment

## WORK EXPERIENCE

- **General Manager, Cannabotech LTD online and in-store - London, Oct 2023 - July 2024**
  - *Successfully led and motivated a team of 10 employees, fostering a collaborative work environment to achieve store goals.*
  - *Oversaw all aspects of store operations, ensuring seamless functionality across departments.*
  - *Enhanced customer service and sales strategies while streamlining logistics to improve efficiency and customer satisfaction.*
- **Assistant manager, Cannabotech LTD online and in-store - London Jan 2023 - Oct 2023**
  - *Collaborated with the General Manager to streamline daily operations.*
  - *Supported a team of 15 employees for a collaborative and high-performing work environment.*
  - *Successfully managed customer service initiatives and oversaw sales channels.*
- **Sales Assistant - Cannabotech LTD - London - Sep 2022 - Jan 2023**
  - *Provided excellent customer service and product knowledge to drive sales.*
  - *Ensured a positive customer experience and maintained store appearance.*
- **E-commerce Manager, Hemp Botanics LTD - London - Jan 2021 - June 2022**
  - *Managed e-commerce platform including website administration, content creation and marketing campaigns.*
  - *Analysed website data and customer behaviour to optimise user experience and drive sales.*
  - *Developed and implemented campaign strategies to increase brand awareness and engagement.*
- **Operations and Compliance, Hemp Botanics LTD - London - Aug 2020 - June 2022**
  - *Managed operations and compliance, and ensured compliance with customs regulations.*
  - *Oversaw sourcing/procurement and distribution/logistics processes.*
  - *Maintained all relevant documentation in a COA database.*
- **Hostess/Front of House, Zizzi Restaurants - London & Canterbury - Jan 2016 - Jan 2020**
  - *Delivered outstanding customer service to guarantee customer satisfaction.*
  - *Oversaw front-of-house operations, including greeting customers and managing reservations.*
  - *Ensured a clean and organised environment.*
- **Activity Leader & Customer Relations, Stafford House International - Canterbury - Jun 2017 - Sep 2019**
  - *Developed and led engaging activities and tours of London, Brighton, and Cambridge for diverse age groups.*
  - *Built strong relationships with participants to ensure a positive experience.*
  - *Demonstrated strong public speaking and team leadership skills.*

## EDUCATION AND CERTIFICATIONS

- Data Engineering Certificate, Generation UK, 2025
- Foundation Chemistry, University of Kent, 2016 - 2019

## INTERESTS

I take a well-rounded approach to life and have a range of interests that complement my professional skills. I love walking and going to the gym, expressing myself creatively through crochet, and appreciating the distinctive style of Wes Anderson movies and A24 productions. I am particularly passionate about reading- whether it's fantastical novels or anything written by Mitch Albom- and I have a deep interest in mycology, which includes collecting and documenting fungi! My interests help me approach challenges from different perspectives, blending analytical and creative thinking.