

Sama Mohsin

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WORK EXPERIENCE

Amazon

Manchester

Brand Specialist- AVS B2B

December 2021 - June 2022

- Analyzed campaign data and performance metrics to identify areas of improvement, optimize campaigns for maximum ROI and identify sales trends and create forecasts based on customers, vendor and industry research.
- Tackled complex vendor issues, creating a strategic deal plan to address overstock worth 700K at risk of liquidation, which lead to clearing 350K worth of overstocked products in 2022 Q2.
- Responsible for driving traffic to store and accountable for revenue goals. Implementing new digital marketing campaigns to increase sales and brand awareness, this led to 15% increase in sales.
- Responsible for managing daily operations and vendor relationships for notable brands, such as Wella, Kao and Nip+Fab within the UK marketplace.
- Drive supply-chain operational excellence by reducing costs, defects, lead times, and by managing stock in our fulfillment center. Reduced products chargeback for Kao Pro by 95% by making recommendations to use alternative packaging materials.
- Analyzed competition and collected customer reviews and feedback in order to identify potential areas of improvement and business growth.

Primark

Leicester

HR Supervisor

April 2021 - September 2021

- Facilitate metrics and reporting – extract, analyze, prepare, and present key HR metrics, including but not limited to monthly human capital dashboards, headcount, turnover, absence statistics and compensation reports for monthly board reports.
- Automated absence tracker using Excel VBA and advanced Excel functions, which uses inputted date to generate automated emails to notify colleagues of their absence and notifying them of their absence percentage. The tracker reduced the absence percentage by 10%. As well as increasing efficiency by automating daily tasks, saving an average of 3 hours daily.
- Collaborate with Senior HR manager in design and delivery of HR strategy for employees and provide critical support in implementation of all core processes, including but not limited to performance management, talent reviews, promotion, and recruitment.
- Consult with Senior HR Manager to mitigate and manage legal side of HR such as Right to work, Operational risk for the firm through management of high-risk terminations, complex employee relations

Retail Associate

2018-2021

- Demonstrated excellent customer service by aiding customers with their enquiries.
- Product knowledge, identify top 5 sellers in my department and what makes them attractive for our customers.
- Managed visual merchandising and product rotation within my department to ensure best sellers are positioned in the forefront.

EDUCATION & Certification

University of Leicester

Leicester

Psychology Undergraduate

code nation - Python, HTML, CSS

LEADERSHIP EXPERIENCE

TedxLeicester

Leicester

Communication coordinator

2019

- Lead the communication team in developing and implementing a communications strategy designed to further company objectives.
- Facilitated coordination between the speakers and the TedxLeicester license holder.
- Managed volunteers, support staff, vendors and more to support promotional events.

SKILLS

- Highly analytical and numerate with experience working with multiple data sources gained from working with an e-commerce environment.
- Advanced skills with MS Office.
- Ability to maintain a high degree of confidentiality.
- Fluent in Arabic and basic knowledge in Turkish.