



ANAS ABDULLAH

CONTACT

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anasabdullah07

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EXPERTISE:

ONLINE STORE MANAGEMENT
SALES AND CONVERSION OPTIMIZATION
DIGITAL MARKETING
CONTENT MANAGEMENT
CUSTOMER SERVICE
ANALYTICS AND REPORTING
INVENTORY AND SUPPLY CHAIN
MARKET RESEARCH
COLLABORATION
USER EXPERIENCE ENHANCEMENT
NEW PRODUCT LAUNCH
STRATEGIC PLANNING

ABOUT ME

i am an excellent team worker and am able to take instructions from all levels and build up good working relationships with all colleagues. i am flexible, reliable and possess excellent time keeping skills. i am an enthusiastic, self-motivated, reliable, responsible and hard working person.

FORMAL EDUCATION

BACHELORS IN COMPUTER SCIENCES

(NATIONAL COLLEGE OF BUSINESS
ADMINISTRATION & ECONOMICS)

2017-21

INTERMEDIATE IN FS.C PRE ENGINEERING

CONCORDIA COLLEGE

2016-17

EXPERIENCE

• E Commerce Executive - Since May 2023

Bitsclan It Solution Pvt Ltd. Lahore, Pakistan.

- Creating and managing product listings on amazon, ensuring they are well-optimized with compelling product titles, descriptions, images, and relevant keywords.
- coordinating promotions, analyzing sales data, monitoring website performance.
- collaborating with marketing teams, handling customer inquiries, and staying updated on industry trends to enhance the online shopping experience.
- developing long-term plans to increase sales, market share, and brand presence on amazon.
- addressing customer inquiries, resolving issues, and Ensuring a positive shopping experience.
- managing product reviews and ratings, responding to customer feedback, and addressing any negative reviews

SKILLS:

MS OFFICE (WORD, EXCEL, OUTLOOK)

BASIC KNOWLEDGE OF

HTML / CSS

ADVANCE KEYWORD
RESEARCH

DETAILED COMPETITOR
ANALYSIS

PRODUCT HUNTING

SOURCING

LISTING OPTIMIZATION

PRODUCT EVALUATION

WHOLESALE PRODUCTS
EVALUATION

PRODUCT RESEARCH

WHOLESALE FBA

SELLER SNIPPING

SOCIAL LISTENING

ADDITIONAL SKILLS:

KNOWLEDGE OF CRYPTO

TECHNICAL ANALYSIS

FUNDAMENTAL ANALYSIS

NFT KNOWLEDGE

CRYPTO TRADING

* E commerce and digital marketing Manager - 2022 sep - 2023 March

E Com Hutsy Multan, Pakistan.

- Creating an overall e-commerce strategy aligned with business goals and market trends.
- Overseeing the e-commerce website, ensuring it's user-friendly, visually appealing, and functional.
- Managing product listings, including descriptions, images, and pricing. Monitoring inventory levels and ensuring products are in stock.
- Developing compelling product descriptions, images, videos, and other content to engage customers.
- Planning and executing digital marketing campaigns (social media, email, PPC).
- Managing online advertising efforts to increase traffic and sales.
- Monitoring inventory levels to prevent stockouts and overstock situations.
- Managing order processing, shipping, and returns.
- Keeping up with e-commerce trends, technology advancements, and best practices.

• Amazon Accounts Manager - 2022 jan - 2022 Aug.

Rising E commerce Multan, Pakistan

- Finding the best products for account growth.
- Listing of products and SEO of products according to amazon criteria.
- order fulfillment role to ensure a seamless and positive experience for customers by efficiently processing and delivering their orders in a timely manner.
- monitoring sales performance, coordinating marketing efforts, addressing seller inquiries, and ensuring compliance with Amazon's policies.
- Maintaining account performance and health to be above 98%
- maintaining a strong understanding of the platform's tools and features.