



NASEER ALI

► ECOMMERCE MANAGER

about me

Energetic and results-driven Ecommerce Manager with 4 years of experience in developing and executing e-commerce strategies for D2C startup named **Purna Gummies**. Proven track record of driving sales growth, increasing customer engagement, and managing cross-functional teams. Seeking to leverage my expertise and creativity to elevate **your organisation** to new heights.

CONTACT



+91 97117 55143



naseerali071@gmail.com



<https://www.linkedin.com/in/naseerali143/>



Uttam Nagar, Delhi - 110045

EDUCATION

Digital Marketing

ITTCD - IT Training Course Delhi

2019

Delhi, India

Bachelor of Arts

Delhi University

2016-2019

Delhi, India

SKILLS

Planning & Strategy



Daily Operations



Digital Marketing



MS Office



SEO & SMO



Google Ads



► EXPERIENCE

Ecommerce Manager

Nector Foods Pvt Ltd

Aug 2020 - Present

E-Commerce

- Strategizing and planning for increasing e-commerce sales to increase revenue month-on-month.
- Identify new marketplaces for onboarding and get involved in the onboarding process, including portals like Flipkart, Nykaa, Purpille, Smytten, etc.
- Coordinate with the daily operations of compiling and execution, ensuring seamless order and consignment dispatch and on-time deliveries to enhance customer satisfaction including portals like Amazon, Flipkart, Nykaa, Purpille, Smytten, etc.
- Developing optimum and quick delivery policies to reduce delivery time by 50 to 60% by implementing Pan India Warehousing and Hyperlocal Delivery Services.
- Paid Ecommerce such as Platform Ads, Promotions, Platform Banners, etc.

Digital Marketing

- Influencer Marketing - Done Influencer Marketing for the brand **Purna Gummies** & **Kobra Labs** and collaborate with **Micro** and **Mid-Tier** Influencers to enhance visibility on **Instagram** and **Youtube**.
- Affiliate Marketing - Done **Affiliate Programs** for both the brands to generate **sales** through Instagram Influencers and **drive customers** to their own websites **www.mypurna.com** and **www.kobralabs.com**.

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EXPERIENCE

Digital Marketer Executive

Ekvik Digital Pvt Ltd

Nov 2019 - May 2020

- Search Engine Optimization
- Social Media Marketing
- Market Analysis
- Content Creation
- Google Ads

PERSONAL QUALITIES

- **Passionate:** Passionate about driving growth and revenue in the online space, and continuously learning and adapting to new trends and technologies.
- **Creative:** Ability to develop unique and innovative strategies that help the company stand out in the competitive online space.
- **Resilient:** Ability to overcome challenges and adapt to changing circumstances.
- **Detail-oriented:** Keen attention to detail, ensuring accuracy and quality in all aspects of work.

LANGUAGE

Hindi



English



REFERENCE

Ms. Faiza Siddiqui

HR

Nector Foods Pvt Ltd

+91 88824 49617