

# **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 crossfunctional teams. Seeking to leverage my expertise and creativity to elevate your organisation to new heights.

## CONTACT

+91 97117 55143

naseerali071@gmail.com

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

Uttam Nagar, Delhi - 110045

## **EDUCATION**

#### **Digital Marketing**

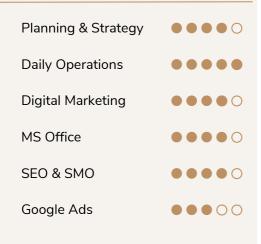
ITTCD - IT Training Course Delhi 2019

Delhi, India

#### **Bachelor of Arts**

Delhi University 2016-2019 Delhi, India

#### **SKILLS**



# 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, Purplle, 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, Purplle, 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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#### SKILLS

Planning & Strategy

Daily Operations

Digital Marketing

MS Office

SEO & SMO

Google Ads

#### EXPERIENCE

#### **Digital Marketer Executive**

Ekwik Digital Pvt Ltd

Nov 2019 - May 2020

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- 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