

## PROFILE

I am an enthusiastic, resilient, and self-motivated individual with experience motivating and developing others in a productive environment. Furthermore, I consider myself to be an efficient and competent individual with excellent communication, proven organisation, and technical skills. I can adapt to various challenges and a track record of success in diverse environments. I am eager to leverage my skills and enthusiasm to contribute meaningfully to any professional setting.

## CAREER HISTORY

➤ **Supreme CBD (January 2024 – Present)**

**Head of E-Commerce & Marketing**

Responsibilities:

- Developing and implementing an annual marketing plan.
- Responsible for P&L, ensuring monthly gross profit targets are delivered across ecommerce platforms and affiliates.
- Leading the ideation and executing of a marketing strategy in line with the business objectives and revenue targets.
- Managing the budget of an e-commerce strategy, ensuring costs, sales and profits are aligned with the goals and objectives of the business.
- Collaborating with buying and product teams to execute an effective merchandising strategy including product selection, product manufacturing, pricing, compliance, and promotion strategies to maximise sales and margins.
- Developing an excellent understanding of employees relations, company, brand, products, customers, and prospects to ensure alignment of marketing strategy.
- Creating PR content to amplify company messaging.
- Creating email marketing campaigns and maintain database management of CRM system.
- Ensuring all campaign leads are recorded and that the company maintain a GDPR-compliant, opted-in database, using re-engagement initiatives as required.
- Reviewing and reporting on all areas of the marketing strategies and its implementation.
- Analysing the current email marketing campaigns and providing suggestions or recommendations for improvements
- Monitoring, reviewing and reporting on all marketing activities, results and Return on Investment (ROI).
- Organising and attending events such as conferences, seminars, receptions and exhibitions.
- Managing events budgets and timelines effectively.
- Monitoring and analysing event performance metrics to measure success and identify areas of improvement.
- Generating and implementing new sales and marketing initiatives to increase e-commerce sales and profitability.
- Managing the relationships with external freelance consultants.
- Keeping up to date with marketing trends and best practice, sharing insights with the team.
- Creating content and campaigns for appropriate trade and social media to build brand awareness and drive profitable growth in the target markets, both UK and internationally.
- Maintaining and continuously developing market awareness to drive innovation in the marketing team which develops the market position.
- Managing the marketing, ecommerce, sales and customer service team and recruiting new members as the company grows.
- Working as a strategic member of the SLT to contribute and drive profitable growth.
- Establishing and overseeing the launch of international websites while managing relationships with international fulfilment partners.

## SKILLS

- E-Commerce
- Shopify
- WordPress
- Magento 1 & 2
- Marketing
- Affiliate Marketing
- B2B & B2C
- Mailchimp (Email Marketing)
- Klaviyo (Email Marketing)
- ERP System
- AI Marketing
- Rewards programme
- POS System
- Google Analytics (GA4)
- Google ads
- SEO
- Project Management
- Customer Service
- Web Design
- Meta Business Suite
- Management
- Amazon Seller Central
- Walmart Seller Central
- TikTok Marketplace
- eBay
- HTML & CSS
- My SQL (Basics)
- Adobe Photoshop
- Logistics
- Python & JavaScript (Basics)
- Networking
- Cyber Security
- UX Design
- Photography
- Multimedia
- Microsoft Office
- Photography
- Team building
- User testing
- Debugging

- Integrating e-commerce platforms (Website, Amazon & eBay) and couriers with an ERP system.
- Developing content and collateral, directly and indirectly, including blogs, articles, social media posts, videos etc.
- Managing site content, including a graphic image library and product catalogue, using various tools, including HTML and content management software.
- Recommending changes to website architecture, linking and other factors to improve SEO.
- Driving digital strategy through SEO, social media, programmes, and initiatives.
- Assisting with the day-to-day running of website, eBay and Amazon marketplace accounts to ensure sales growth is maintained in line with company targets.

➤ **Northwest Vaping Supplies Ltd T/A Evolution Vapes (January 2023 – December 2023)**

**E-Commerce & Marketing Manager**

Responsibilities:

- Managing all online activity in relation to traffic, sales, conversion, and reporting.
- Developing and implementing an e-commerce strategy to improve website performance.
- Managing digital marketing channels across SEO, social media, and email marketing.
- Maintaining progress towards growth targets by monitoring keyword ranking, site performance, and competitor activity.
- Developing and implementing email marketing strategies that align with the company's goals.
- Creating promotional offers and checking to see that these are uploaded precisely.
- Assisting with the day-to-day running of website, eBay, Amazon, and marketplace accounts to ensure sales growth is maintained in line with company targets.
- Documenting website development processes and procedures.
- Identifying and troubleshooting any bugs or technical issues on the website or POS system.
- Recommending changes to website architecture, links, meta title/description, and other factors to improve SEO.
- Constantly looking for new ways to improve overall programmes through new technology, tools, partners, trends, and best practices.
- Managing site content, including a graphic image library and product catalogue, using various tools, including HTML and content management software.
- Monitoring website traffic and customer reviews to gauge responses to site updates.
- Maintaining product listings across all channels.
- Liaising with suppliers and vendors to negotiate terms and pricing.
- Managing and marketing new brands online and in stores.
- Taking full responsibility for the planning and delivery of a range of marketing campaigns, from idea to execution.
- Utilizing Google Analytics 4 to track and drive performance.
- Inspecting landing pages, product information, checkout options, and all other pertinent website-related systems to ensure their visual appeal, accuracy, and ease of use.
- Overseeing all aspects of the customer service experience to troubleshoot processes and procedures and improve customer service quality.
- Repairing broken searches and suggesting potential campaigns based on search results.
- Improving conversions with an email marketing strategy per customer segment to boost sales.
- Setting standards for outgoing content and producing templates and examples.
- Managing store inventory by directing routine stock control procedures to maximise sales opportunities.
- Understanding what drives overall business success and prioritising and delivering quality results.
- Planning, organising, and managing recruitment and selecting processes, consistently meeting recruitment goals.
- Supervising the team and providing feedback and monthly performance reviews to reconcile areas of underperformance.

➤ **Flavour Warehouse Ltd T/A Premier Retail & Vampire Vape (September 2020 – July 2022)**

**E-Commerce (B2B/B2C) Manager**

Responsibilities:

**Ecommerce**

- Monitoring website traffic and customer reviews to gauge responses to site updates.
- Ensure that all the back-end office work is done to maximise merchandising opportunities (such as attribute compilation for onsite filtering purposes)
- Researching the market to discover new trends and technologies to improve website performance.
- Managing and overseeing the day-to-day running of the Mind eBay shop, including reviewing processes, activities, troubleshooting, advising, quality control and customer service, among other duties.
- Recommending changes to website architecture, linking and other factors to improve SEO.

- Ensuring that all projects are delivered to a professional standard and in line with the agreed timings.
- Developing an A/B testing strategy for our overarching SEO practices
- Reviewing reports from web analytics software to track website traffic and activity levels over time.
- Creating a website design concept and working with a designer to develop a final design that meets business objectives.
- Assisting with the day-to-day running of website, eBay, Amazon, and Walmart marketplace accounts to ensure sales growth is maintained in line with company targets.
- Developing a strategy for Amazon Marketplace and wholesale to promote the growth of the business.
- Reviewing competitor activity and analysing trends to ensure we are relevant within the marketplace.
- Occasionally update HTML and CSS on site.
- Amazon listing creation and title optimisation (research keywords) for the target audience
- Ensuring that all projects are delivered to a professional standard and in line with the agreed timings.
- Liaising with the warehouse for Amazon order preparation and stock replenishment
- Creating A+ content, infographics, content and videography for Amazon UK and Europe.
- Ensure that all the back-end office work is done to maximize merchandising opportunities (such as attribute compilation for onsite filtering purposes).
- Acting as the strategic and operational lead for all e-commerce customers, including retail customers and the business own websites as directed - agree short on term plans to drive sales as well as develop and secure buy in for medium term growth plans.
- Managing the existing web ranges and the launch of new product ranges on online platforms.
- Day to day management of websites, Amazon FBM/FBA, eBay and Walmart to optimise digital trading performance.
- Be the first point of contact for the e-commerce Customer Services team, supporting all escalated customer queries to ensure a speedy resolution of on-site issues.
- Monitoring customer contact through all e-commerce channels and leading on strategies to improve the customer contact experience.

### **Marketing**

- Developing strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Developing strategic website marketing and e-commerce plans to promote the products and services online to customers.
- Preparing and monitoring the marketing budget on a quarterly and annual basis and allocating funds wisely
- Analyse consumer behaviour and adjust email and advertising campaigns accordingly.
- Managing the design and production of promotional materials, such as websites and brochures.
- Designing and implementing direct email marketing campaigns. This includes (but is not limited to) developing copy and subject lines, designing email templates, building email lists, and more.
- Analysing the current email marketing campaigns and providing suggestions or recommendations for improvements
- Updating the organization's marketing automation strategies may involve sending out an unlimited number of emails every month and going above and beyond sending out automatic replies.
- Creating valuable and engaging content for the website that attracts and converts the target groups.

### **ERP System**

- Integrating e-commerce platforms (Website, Amazon & eBay) and couriers with an ERP system.
- Understanding of SQL data administration and custom reports using system software.
- Customising and configuring ERP software to satisfy business requirements and process design.
- Collaborate on implementing and upgrading systems and processes as required for enhanced functionality and security issue resolution and manage infrastructure to include firewalls, databases, malware protection software and other processes as they relate to ERP software.
- Working with ERP software during implementations, upgrades, problem resolution and support issues.
- Adding and editing products and prices on the ERP system.
- Making sure all the orders from all e-commerce platforms are coming through.

### **Logistics and Operational**

- Calculating the prices (cost, wholesale, and retail) of the product before delivery arrives.
- Managing inbound logistics means ensuring costs for freight are in line with budget and goods from international providers arrive on time (primarily from China) and are in expected condition.
- Keeping track of quality, quantity, stock levels, delivery times, transport costs and efficiency.
- Managing the stock control and checks that inventory records are accurate.
- Maintaining and updating master data such as customer information, vendor information, product information, etc.

- **Street Solutions UK (May 2022 – December 2022)**  
**E-Commerce & IT Manager**
- **Premier Retail Ltd T/A Premier Vaping (March 2018 – September 2020)**  
**IT Manager / E-Commerce Lead**
- **UKLST – UK Legal Translation & NTIS UK (November 2017 – February 2018)**  
**SEO Executive, Marketing and Web Designing**
- **JCL Ltd. (September 2017 – November 2017)**  
**Junior Web Developer / IT Analyst**
- **Kudos Web Design Ltd (12 Weeks) (June 2015 – August 2015)**  
**Internship (Web Developer)**
- **Appna Cash & Carry (February 2014 – May 2016)**  
**Shop Floor Manager**
- **Hyundai Construction Ltd (March 2013 – December 2013)**  
**Support Manager**

## ACADEMIC QUALIFICATIONS

- **Computing BSc (Hons) (Manchester Metropolitan University) (Sep 2016 – Sep 2017)**
  - Human Computer Interaction
  - Prototyping Metrolink Application
  - Data Engineering
  - PL/SQL
  - Data Mining
  - E-Learning Multimedia
  - Setting up Moodle
  - Axure Rp (User Interface Design)
  - MATLAB (Algorithm Design)

**Final year project/ Dissertation (3D on Web)**  
The aim of this project was to create 3D Solar System and a Quiz using HTML, CSS, JavaScript, and jQuery for the students who prefer to learn using e-learning multimedia.
- **Enterprise Computing FdSc (Stockport College) (Sep 2014 – June 2016)**
  - Advanced Programming
  - MIPS (Assembly language)
  - Web & Multimedia
  - Information System
  - HTML/CSS/JavaScript/PHP/WordPress
  - Career Development
- Intermediate in Computer Science (Certificate Program) (Sep 2011 – 2013)
- Additional Academic from Online College Board for SAT (American Course)
- Secondary and High School from Private School IGCSE.

## TRAINING AND CERTIFICATIONS

- The Fundamentals of Digital Marketing
- The Complete Digital Marketing Guide
- Full Stack Web Development
- The Basics of SEO
- Marketing Tools SEO
- Networking Foundation
- Pearson BTEC Level 2 (Security Industry Association)
- Emergency First Aid at Work
- First Aid for Mental Health (Level 2)
- AI in Marketing

## REFERENCES

Available upon request.