+971 547472553
Dubai,UAE
thazniasharaf@gmail.com

FATHIMA THAZNI PV
Head of E-commerce

Thazni.portfolio
github.com
Linkedin

PROFILE SUMMARY

Dynamic and results-oriented Head of E-commerce with 2 years of experience in managing end-to-end online business operations across multiple platforms, including Amazon, Noon, Shopify, Magento, and Dubai Store. Skilled in website management, sales team leadership, digital marketing strategy, and operations oversight, ensuring smooth order fulfillment and revenue growth. Successfully led the tech team in developing and maintaining a custom Magento website, with additional knowledge of Python for process automation and system enhancement. Dedicated to driving digital growth and delivering exceptional online customer experiences.

SKILLS

- **E-commerce Platforms:** Shopify, Magento, Amazon Seller Central, Noon Seller Hub, Dubai Store
- **Website Management:** Product Listing, Order Processing, Inventory Management, Customer Support Coordination
- **Digital Marketing:** Google Ads, Meta Ads, Email Marketing, Campaign Analysis, Social Media Strategy
- **Programming:** Python, JavaScript, HTML5, CSS
- **Frameworks:** Django, Flask
- **Testing:** Manual Testing, SQL Validation, Test Case Design, Test Planning
- **Tools:** GitHub, JIRA, Trello, Google Analytics, Search Console
- **Design:** Figma, Canva, Creative Poster and Advertisement Design
- **Leadership Management:** Team Coordination, Project Planning, Marketplace Management, Strategic Decision-Making
- **Soft Skills:** Analytical Thinking, Problem Solving, Teamwork, Self-Motivation, Strong Communication

PROFESSIONAL EXPERIENCE

Head of E-commerce | Basari Opticals   June 2023 – October 2025

- Led and managed end-to-end e-commerce operations for a Dubai-based optical brand, overseeing online store performance and driving digital sales across the UAE. daily e-commerce operations, including product listings, order fulfillment, and customer engagement, ensuring efficient collaboration between tech and sales teams to drive online growth.
- Directed a cross-functional team of developers and sales executives, implementing strategic campaigns that enhanced the brand's online presence and increased digital sales across UAE marketplaces.
- Supervised the development and maintenance of the company's **Magento-based e-commerce website**, ensuring seamless UX, smooth checkout, and accurate inventory. Launched seasonal campaigns and promotions, analyzing competitor pricing to optimize discounts and drive increased product sales.
- Oversaw product listings and executed targeted marketing campaigns on key UAE marketplaces (**Amazon.ae**, **Noon**, **Dubai Store**), achieving continuous sales growth and higher customer engagement.
- Worked closely with the digital marketing team to execute data-driven SEO, Google Ads, and Meta Ads campaigns, boosting online traffic.
- Utilized Google Analytics and marketplace dashboards to analyze sales and customer behavior, identifying trends and opportunities that drove increased revenue and improved online performance.
- Assisted the tech team with automation and data validation, using Python to optimize processes and enhance overall e-commerce workflow efficiency

Python Developer Intern   *May 2023 – June 2023*
Soften Technologies

- Completed a foundational internship that marked the beginning of my career in technology, providing exposure to software development.
- Developed and maintained web applications using Django and Flask, focusing on building features and enhancing user experience.
- The internship strengthened technical expertise and motivated the transition into managing e-commerce platforms and workflows, with a strong focus on system functionality and operational efficiency.

PROJECTS

Leave Management System
Technologies: Python, Django, HTML, CSS

- Designed and developed a web-based Leave Management System for tracking and managing employee leaves.
- Built features for leave application, approval workflow, and leave history reports.
- Implemented role-based access for admin and employees.
- Focused on clean UI and responsive design using HTML and CSS.

Dress Shop Website
Technologies: Python, Django, HTML, CSS, SQLite

- Performed end-to-end testing of a web-based e-commerce application for a dress shop.
- Validated core modules including product listing, shopping cart, order placement, and user authentication.
- Conducted payment flow testing with dummy gateways and verified error handling in failed transactions.
- Performed cross-browser and responsive testing to ensure compatibility across devices.
- Reported and fixed UI/UX issues, improving overall usability for customers.

EDUCATION

Master of Computer Application (MCA)   *2024 - Ongoing*
SRM University, Chennai
Bachelor of Computer Application (BCA)   *2020 - 2023*
University of Calicut, Kerala
Higher Secondary, Computer Science   *2018 - 2020*
SKHSS, Guruvayoor

ACTIVITIES

- **Content Creation** Instagram and YouTube content creator focused on lifestyle and creative media, building digital engagement and brand presence. I create visually appealing and informative content that connects with audiences and promotes positive online experiences. Through consistent posting and trend analysis, I've developed strong skills in storytelling, editing, and audience growth.
- **10th NSS Cadet (2018):** Engaged in National Service Scheme (NSS) activities, showcasing discipline, teamwork, and leadership in camps, drills, and community service projects.