Naveed J. Hussain

eCommerce Manager | Retail | Mekdam Holding Group
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ACCOMPOLISHMENTS: AS OF FEBRUARY 2020

- Yallasouq.com (Qatar) – All in one electronics store
- Bluesalon.com with App (Qatar) – Luxury Retail
- Billjumla.com with App (Qatar) – B2B Marketplace for Groceries
- Toys4me.com (Qatar) – Largest Collection of Toys in Qatar
- thefaceshopqatar.com (Qatar) – Beauty Care & Cosmetics
- karisma-costmetics.com (Qatar) – Cosmetics & Makeup
- Colehaan.qa (Qatar) – 1st in MENA region to launch website for the brand
- Samsonite.com.qa – 2nd in MENA region to launch website for the brand
- Mosafer.com (USA & UAE) – Luggage & Travel Accessories

MEKDAM HOLDING GROUP

ECOMMERCE MANAGER

NOVEMBER 2020 – PRESENT

Job Profile – At Mekdam Holding Group, I am solely responsible for making decisions related to ecommerce, building our own team & Strategizing Digital Marketing for current and upcoming website

- Yallasouq.com – An all-in-one electronics store for Qatari market
- Mekdamholding.com – Company website
- mekdamcams.com – Upcoming services website for Centralized Alarm Monitoring System

ABU ISSA HOLDING GROUP (HQ - QATAR)

ECOMMERCE MANAGER

DECEMBER 2015 – NOVEMBER 2020

Company profile – [Abu Issa Holding](#) is an internationally recognized leader in Luxury retail with over 200 brand stores and concept stores across MENA, Turkey, South Africa & US Market.

Job Profile - My role mainly covers product management with a background in customer and digital analytics & strategy management with a track record of leading and delivering

award-winning and industry-first digital products in Qatar and propositions in retail to online. Experienced in developing strategy for new products and experiences, keeping customer needs and commercial viability at the core. Confident leader of cross-functional business and engineering / tech teams to deliver change. Utilizes a combination of hypothesis- led problem-solving, service design, and Agile to rapidly design, launch and assess customer and business value of new products.

- Full ownership of the e-commerce P&L and Operations across brand website and partner marketplaces.
- Decision maker for key features such as: branding, customer experience, product design and regulatory compliance
- Leading from the front-end migration to Magento 2.2 Enterprise from Community Edition
- Overseeing daily operations and projects of the company across all whilst Identifying inefficiencies and lead efforts for process improvements.
- Align on product roadmap, delivery schedules and capabilities with different teams involved
- Provide training for different teams to ease the process flow
- Directly responsible for implementing the full e-commerce strategy across websites and marketplaces in order to achieve growth objectives, acquire new customers, build brand integrity and awareness.
- Evaluated/presented performance by analyzing and interpreting data/metrics
- Management of technical roadmap and developer in order to improve website performance, upsell functionalities and user experience by optimizing the following areas; technical, aesthetics, content, checkout, navigation, performance and cross-device functionality.
- Plan and execute the digital marketing and content calendar to drive acquisition, retention, awareness and engagement across both organic (SEO/Social) and paid channels (PPC/Google Shopping/Display/Paid Social).
- Manage, train and motivate the e-commerce team consisting of a technical developer, an e-commerce executive, a stock merchandiser, an intern, paid performance agency, PR agency and 4 international marketplace partners.
- Responsible for e-commerce business development by identifying new marketplaces, technical requirements, brand partners and representatives.
- Ownership of brand building by identifying, defining and clearly communicating brand values, story and mission See less

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References available upon request

AMAZON.COM
CATALOG SPECIALIST | RETAIL BUSINESS SERVICES
JUNE 2013 – NOVEMBER 2015 | CHENNAI, INDIA

- Exceptional performance as a web content specialist resulted in an award for best performer with increased responsibilities
- Solely responsible for all operations related to UK Grocery, Consumer Electronics and Health & Beauty Products.
- Implemented process improvements to decrease time and resources required in the process of setting up a new product in catalog. Used SQL queries for smoother transfer of data, backups, extracting information and testing the SQL queries
- Develop email marketing campaigns, segmentation, automated flows based on measurable data
- Work with customer service to ensure that eCommerce/website related customer service issues have been addressed.
- Set up promotions on website (seasonal offers, flash sales, limited time offers, major campaigns)
- Developed site activity reports for client consumption, containing recommendations on website improvements based on visitor behavior leading to a 148% increase in online conversions
- Managed web strategy including, web content, development, design, and advertisement.
- Demonstrated ability to collect and analyze data and identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Demonstrated understanding of web application development processes, from the layout/user interface to relational database structures.
- Promoted Luxury brands integrity, recognition and strategically positioned few as industry leader.
- Demonstrated success implementing web programs and strategies.
- Actively involved in marketplaces such as amazon.com, amazon.in & amazon.co.uk

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EDUCATION
Hindustan University | Bachelor of Engineering | Electronics & Computer Science
Aug 2009-May 2013 | Chennai, Tamil Nadu | GPA 3.5/4

References available upon request

TECHNICAL EXPERIENCE:

Hands-on tools experience	Uses
Google Marketing Platform	Ads, Analytics, Merchant Center, My business, Search Console, Tag Manager, Data Studio…
Reporting & Market Insights	Google Analytics & Various study resources
Cloud ERP Systems	Microsoft Dynamics NAV & Oracle 11
Content Management systems (CMS)	Magento Cloud 2.2, 2.3, WooCommerce, shopify
SCM (Social Media Management)	Facebook, Instagram, Twitter
Cross Platform Selling (Marketplaces)	Amazon (India, US, UK, Australia, UAE), noon.com, Google express.
Microsoft Office & Adobe Digital Media	Reporting & Managing the Content and Imaging

LinkedIn - https://www.linkedin.com/in/naveedamazon/

References available upon request