Naveed J. Hussain

Product Manager eCommerce | Mekdam Holding Group
Doha, Qatar | +974 3045 9774 | sydnaveed.91@live.com

PRODUCTS LAUNCHED AS OF JULY 2021:

- EasyPay – Digital Wallet based on QR Code & RFID Tech (Qatar) Under Development
- Bluesalon.com with App (Qatar) – Luxury Retail online shop
- 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
- 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
- Yallasouq.com (Qatar) – All in one electronics store
- Mosafer.com (USA & UAE) – Luggage & Travel Accessories

MEKDAM HOLDING GROUP (QATAR)
PRODUCT MANAGER – ECOMMERCE & MOBILE APPS
NOVEMBER 2020 – PRESENT

- Launched 3 websites & 1 Digital Wallet App under this company tenure
- Manage the product life-cycle from initial strategy and conception to delivery.
- Produce specifications, user stories and all relevant documentation to enable the development of both web and mobile App solutions.
- Liaise with commercial teams to define requirements and then collaborate with Development and Design to kickstart projects based on Agile Methodologies.
- 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).
- Set and achieve KPI's for each digital channel and sub-channel within the region
- Manage the allocated marketing budget efficiently to achieve agreed KPIs
- Manage and oversee project squads to ensure smooth delivery.
- Continually monitor, analyze and test the performance of products, and transform that data into actionable insight when driving change.
- Experienced in Omni-Channel consultancy and system integration working within teams building eCommerce systems or other high availability web-based applications
- Implement the marketing strategy to drive brand awareness
- Grow the B2B and B2C revenues according to the central strategy of the company through owned assets

ABU ISSA HOLDING GROUP (HQ - QATAR)

E-COMMERCE/DIGITAL MARKETING 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 Operations, 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.

- Launched 8 websites & 3 Apps in various different platforms under this company tenure
- Full ownership of e-commerce P&L and Operations across brand website and marketplaces.
- Decision maker for key features such as: branding, customer experience, product design and regulatory compliance
- Leading from the front end-to-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).
- Responsible for e-commerce business development by identifying new marketplaces, technical requirements, brand partners and representatives.

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 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

Hands-on tools experience	Uses
Google Marketing Platform	Ads, Analytics, Merchant Center, My business, Search Console, Tag Manager, Data Studio…
Technology & Scripting	SQL Database, Java, CSS, HTML with Agile & WaterFall Methodologies
Reporting & Market Insights	Google Analytics, Tableau
Cloud ERP Systems	Microsoft Dynamics NAV & Oracle 11
Content Management systems (CMS)	Magento Enterprise 2.2, 2.3, WooCommerce, shopify, wix
SCM (Social Media Management) - Ads	Facebook, Instagram, LinkedIn
Systems	Windows, Linux, MacOS
Cross Platform Selling (Marketplaces)	Amazon (India, US, UK, Australia, UAE), noon.com, Google express (US)
Microsoft Office & Adobe Digital Media	Reporting & Managing the Content and Imaging

Github Profile – https://sydnaveed.github.io/me/

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

References available upon request