

AMEER KP

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SUMMARY

Total 10 years of E-Commerce experience & 2 years of Amazon & Noon Marketplaces experience. Specializes in innovation within consumer products, technologies & marketing services with a strong focus on entrepreneurial roles, product & category management, business development in emerging markets. **Specialization:** FMCG & Consumer Products, Fashion & Electronics Marketplace, Vendor Sourcing, and Wholesale & Retail

KEY SKILL

Vendor Sourcing	Negotiating Contracts	Strong interpersonal skills
Data-driven strategic planning	Critical thinking skills	Proactive and self-motivated
Cost-benefit analysis	Excellent communication skills	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

Cliff.ae, Dubai UAE

Feb 2020 - May 2024

E-Commerce Category Buyer, Office Assistant

- Purchase Beauty Products, Household, Automotive, Tools, Mobile Accessories, Electronic, IT- Product, Fashion Accessories, Home, Baby Products, Personal Care, Toys
- Vendor Source & Manage Amazon/ Noon orders, overseeing the product catalogue, including adding new products, updating product information & ensuring accurate inventory levels
- Monitor analyze & competitor activities, pricing, and offerings to stay ahead in the market
- Manage the brand portfolio merchandising, pricing & execution on platforms like Noon & Amazon.
- Creating bundle offer, special offer, season sale, yearend sale, Clearance Sale
- Analyze e-commerce performance metrics, sales data, and customer behavior to identify areas for improvement & make data-driven decisions.
- Building and nurturing relationships with key vendors to improve pricing and the quality of services
- Oversee the e-commerce website and ensure its functionality, user experience, and design are optimized for maximum conversions.
- Developing and implementing an e-commerce strategy to enhance website performance.
- Overseeing or directly managing digital marketing channels such as PPC, SEO, & as well as Coordinating promotional campaigns.
- Generating and implementing new initiatives to increase online sales & profitability.
- Work with the customer support team to resolve customer inquiries, complaints, & issues promptly.
- Coordinate with the warehouse and logistics teams to manage inventory levels, track shipments, and ensure timely order fulfillment.
- Planning and managing profit and loss, cash handling, and expenses to ensure financial efficiency.
- Managing supplier relations, negotiating contracts, prices, timelines, and other terms & conditions.
- Monitoring the movement of products & ensuring proper availability of all items in the market.
- Ensuring that purchased goods and services meet the organization's quality standards. This may involve conducting quality inspections, evaluating supplier performance, and implementing corrective actions when necessary

E-Commerce Category Manager 2017-2020

E-Commerce Category Buyer 2015-2017

- In-depth knowledge of products and suppliers and locally Supplier across various categories like IT-products, automotive, mobile & accessories, tools, electronics, cameras, kitchenware and household
- Sourcing, evaluating, uploading products & activating content writing, continuously optimizing site merchandising from different vendors
- Planning buying and merchandising within categories for cross-border markets like UAE and KSA
- Managing fulfilling all orders placed on the website on a daily basis
- Negotiating contracts, discounts, and payment terms with vendors to maximize profit margins and increase sales
- Visiting competitor websites to study their designs, prices, and products for better buying decisions
- Planning online sales according to market trends and search tags to improve category sales
- Analyzing sales data and providing forecast inputs to the Procurement and Planning team while maintaining the category
- Managing categories Fashion, Personal care, Toys, Baby Products, Fragrances
- Preparing purchase orders for forecasting items based on customer demand
- Working with the Manager to develop product selection and promotional strategies, monitoring store inventory based on sales and intake
- Managing overstock inventories by identifying slow sellers and liquidating with supplier support

Riya Bags Trading, Dubai UAE

Store Supervisor, Cashier

Nov 2008 - Aug 2015

- Greet and welcome guests as soon as they arrive at the office
- Direct visitors to the appropriate person and office
- Answer, screen and forward incoming phone calls
- Ensure reception area is tidy and presentable, with all necessary stationery and material
- Provide basic and accurate information in-person and via phone/email
- Receive, sort and distribute daily mail/deliveries
- Maintain office security by following safety procedures and controlling access via the reception desk
- Order front office supplies and keep inventory of stock

Education

- Bachelor of Commerce 2005
- Higher Secondary 2002

Addition Knowledge

- Adobe® Photoshop
- MS-Office & Content writing
- Product photo shooting

Personal Details

- Visa : Own Visa
- Passport : S5812103
- Languages : English, Hindi, Malayalam
- Nationality : Indian-Kerala