

ECOMMERCE SPECIALIST

## Cover Letter

**Rehmat Khattak**

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## STORY OF JOURNEY

Dear Recruiters,

I am very interested in applying for the eCommerce Specialist job within your organization / Company. As I am certain that the combination of my previous work experience, the field of education, and multiple skills and qualities make me an ideal candidate for this role. Furthermore, I am confident that I would become a valuable addition not only to your team but to the whole organization.

With more than 8 years of extensive experience working as an eCommerce Specialist, I am fully adept at executing any tasks associated with the role. I especially excel at analyzing and evaluating online sales performance, producing original web content, and developing and implementing new promotional campaigns and plans. In SM LUXURY LIFE LLC, I was also in charge of working on the improvement of customer satisfaction by monitoring competition, and current market trends and I collected customer reviews and feedback. During my time there, I was recognized by the company managers and executives for constantly performing great work and I also won the employee of the month award once for increasing the online Sales performance by 45% in just one year.

I have good knowledge of eCommerce & Digital Marketing, Online Sales, Amazon, Noon, Carrefour and B2B Alibaba.

I have very good experience in Branding, and contact lenses from A to Z.

I am sure that I will be a good asset to your company which you will appreciate later.

Waiting for your Kind Response for a better chance to accept the new challenging opportunity

**ASSETS  
OF  
YOUR  
COMPANY**



# REHMAT ZAMAN KHATTAK

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**Valid UAE Driving License No.3- Exp 2025**

## **SUMMARY OF QUALIFICATIONS**

eCommerce Specialist with over 10 years of experience specializing in website operation management, content analysis, marketing management, SEO, SEM and SQL data reporting. Education in Computer Science and experience in eCommerce management allows me to bridge a gap between IT, marketing, and operation. Expert user of a WordPress, Magento, Shopify eCommerce Software and trained Google Analytics user.

## **COMPUTER SKILLS INCLUDE:**

- Strong PC Skills,
- Microsoft Suite,
- eCommerce Management,
- Customer Service.
- IT Management,
- Web Development,
- Web Designing,
- Digital Marketing,
- Product Photography,
- Video Editing,
- Sales Management,
- General Trading & Purchase.
- Amazon Seller Central & Amazon Vendor Central
- CPG & Retail
- Google Analytics and Data Analysis
- Inventory management, Forecasting & Demand planning
- Management & Leadership
- Direct Sales B2C, B2B, DSD, 1P,2P,3P Platform
- Business Development & Brand Management
- Owns & Manage SKU's Lifecycles
- Owns Amazon Seller Central Marketplace, 3P
- Customer & Client Support
- Strong Analytical & Critical thinking
- ERP Order management
- 65 WPM

## **PROFESSIONAL EXPERIENCE**

### **eCommerce Manager**

Mar 2018 – March 2022

SM LUXURY LIFE LLC, Ajman, UAE

#### *Key Responsibilities:*

- Strong Knowledge of Amazon and Noon platform both for UAE and KSA. From product creation to order fulfilment, payment and fees, promotion and more.
- Previously worked on Alibaba Premium Paid account and Amazon Global Account, especially on Amazon UK and US.
- Good knowledge of work amazon seller flex and Amazon Vendor seller Central.
- Strong technical background in product creation aligned with amazon SEO practices and good knowledge of content writing.
- Strong familiarity with amazon bulk updates for stocks and prices. Background knowledge on amazon brand registry, amazon brand store and A+ content practice.
- Amazon advertising with solid knowledge of PPC campaigns, sponsored brand campaigns and sponsored product campaigns.
- Expert in FBA works from item creation, sending stocks, preparation, booking shipments and after delivery issues.
- Able to handle sales issue such as customer complaints, returns and more
- Planning digital marketing campaigns, including web,
- SEO/SEM, email, social media and display advertising
- Maintaining our social media presence across all digital channels.
- Measuring and reporting on the performance of all digital marketing campaigns.
- Social media including Facebook, Instagram etc. Also handling Promotional content on TikTok, Instagram Reel and YouTube

### **Senior eCommerce Specialist**

Nov 2017 – Mar 2018

Big Brother Traders Pvt. Ltd., Lahore Pakistan

#### *Key Responsibilities:*

- Responsible for the overall production of Ecommerce which includes Processing goods,
- coordinating mail pick-up times, picture taking of items, and listing. Serve as a liaison between customers and the company through personal and friendly
- communication by making decisions within set limits.
- Assist customers with descriptions of products.
- Answer email regarding orders.
- Process refunds. Assist customers with shipping details.
- Resolve customer complaints.
- Opened store, assignment of employee's daily tasks, trained new associate's management
- from various locations to open their store.
- Alibaba B2B Product Hunting, OEM Branding, Purchase and Import. Listing, Selling, After Sales services etc.

**System Analyst & eCommerce Specialist**

Nov 2012 – Nov 2017

ALBUR OPTICAL LLC, Dubai, UAE.

*Key Responsibilities:*

- Worked in the office and processed online orders, shipping them out quickly, and efficiently
- Worked with corporate eCommerce specialists to ensure orders.
- Responsible for stacking and piling goods into Cartons, preparing goods for shipment, verifying
- items for shipment are correct, keep track of inventory,
- Website Design and related value-add services.
- As an eCommerce specialist, it was my responsibility to provide support for network solutions to eCommerce customers' websites.
- Handled customer escalations and forwarded them to the appropriate departments as necessary.
- The position also included communication with Vendors in Different countries for Branding, and products Shipment, receiving, Checking, Making Photos, designing on Photoshop, Listing, Selling, After Sales Service facility was all my responsibility.
- Digital Marketing, website Promoting, SEO
- IT management, Business Relationship, Managing a team of over 30 administrative & technical staff and their daily work.
- Work with key agencies to develop plans in line with Brand objectives and manage/monitor plans and timings
- Collect, compile, verify, and analyze data on product performance and customer feedback and make reports to relevant managers

**Sales executive Cum IT coordinator**

Nov 2009 – Aug 2012

GPB Office Solution, Athens, GREECE, Europe

*Key Responsibilities:*

- Sales executive and IT coordinator in Digital Photocopier and Printer Technician. Sales Marketing,
- Processing and providing eCommerce customers with warranty claims.
- Answering Multi-line phone system while entering data/ sales; and/or complaints.
- Handling and assisting customers with Digital photocopier sales over the phone through various websites.
- Provided support for customers of a multi-brand company that delivers Office solutions for the entire season by assisting users.
- Answered three windows internet chats with customers at a time and provided sales suggestions and product knowledge at request to answer various.
- Recommend for Senior Team Lead of our sites e-commerce department due to a firm and conceptualized idea and application of our support position.
- Used the Ability to multitask and manage multiple chat rooms effectively while documenting changes to multiple orders and maintaining 96%.

**Network Administrator**

June 2002 – June 2004

NK-Fact College of Computer Science, Lahore Pakistan

*Key Responsibilities:*

Working on Domain servers and workgroup. Giving specific Privilege to students for using the lab's computer.

Maintaining Computers Hardware and Software for all kinds of Troubleshooting. Responsible for Lab computers and Class Computers.

Office Equipment like Printers and scanners maintenance. Responsible for Managing administrative & technical and Teaching Staff along with more than 1500 Current Students in the College.

Responsible for College Domain and users for the College from 1st Year to Final Year's Students.

Responsible for hardware and software installation, maintenance and repair.

Performing routine audits of systems and software. Reporting to the Financial Manager of the College about any need for the lab or Computers etc.

Management of server software and associated backup routines. To evaluate, test, advise, train and support Network related projects of the Teachers and students.

Maintaining documentation of changes regarding users, functions & systems privilege by Domain such as each class has different privileges according to that. Managing the internal & hosted network infrastructure including firewalls, servers, switches etc.

**EDUCATION****Bachelor of Science**

2004

University of Peshawar, Govt. Degree College, Pabbi KPK Pakistan.

**MCSE (Microsoft Certified System Engineer)**

2002

NICON Computer Science College, Lahore, Pakistan

**Certified Graphics Designer and Multimedia Production**

2003

NK-Fact College of Computer Science, Lahore, Pakistan

**A+ Certification**

2003

NK-Fact College of Computer Science, Lahore, Pakistan

**MS Office 2003 Certification**

2003

NK-Fact College of Computer Science, Lahore, Pakistan

## **TRAINING & EXHIBITIONS ATTENDANT**

### **Ilarion University Republic of Nigeria**

Complete Optical Unit Installation and setup along with our Previous company in Optical Business

- VISION-X:** Attendant as an exhibitor many times in World Trade Center *DUBAI UAE*  
**MIDO:** Attendant as an exhibitor of Optical Products with brands in *MILANO ITALY*  
**SILMO:** Attendant as a visitor *PARIS FRANCE*  
**SILMO:** Attendant as a visitor in *ISTANBUL TURKEY*  
**OPTI:** Attendant as a visitor *München Germany*  
**OMAN:** Attendant as an exhibitor in *MUSCAT OMAN*

## **WORK PORTFOLIO**

[www.behance.net/rehmatkhan](http://www.behance.net/rehmatkhan)  
[www.gpb.gr](http://www.gpb.gr)  
[www.globalzoho.com](http://www.globalzoho.com)  
[www.zohoglasses.com](http://www.zohoglasses.com)  
[www.smluxurylife.com](http://www.smluxurylife.com)

## **REFERENCES**

- Available Upon Request

**Declaration:** *I hereby declare the above-listed particulars of information and evidence are true to the best of my knowledge.*