

# MOBIN AHMED

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## CAREER OBJECTIVE

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An individual seeking to work in a creative and kaizen environment to make win-win situation for both organization and individuals.

## WORK EXPERIENCE

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### Utopia Industries Pvt Ltd

Senior Associate Product Manager - E-commerce Department

Karachi Sindh

Nov 2020 – Present

- End to end management of the product portfolio of 3 international Markets on Amazon (USA, CAN, UK and Europe).
- Identifying new products in Home, Kitchen and Bedding Category across Amazon Marketplaces through market research & competition review.
- Determined customers' needs and desires by specifying the research needed to obtain market information.
- Deep understanding and use of Amazon Advertising, Brand Analytics and Google AdWords to ensure high brand visibility across all marketplaces.
- Price, sales and profitability management of 200+ SKU's, across all marketplaces.
- Recommend the scope of present and future product lines by reviewing product's demand in the region, its specifications, and requirements.
- Forecast, plan, and maintain stock levels of products across all regions.
- Work closely with the cross functional teams to tap potential areas of improvement for a particular product.

### Bonanza | Satrangi

Senior Executive - E-commerce Department

Karachi Sindh

Jan 2020 – Oct 2020

- Management of timely order dispatch (Bonanza|Satrangi, Yayvo & Studio by TCS).
- Management of reverse logistics, cancelled order & order dispute settlement.
- Optimize the website to improve UX with the fundamental objective of increasing conversions.
- Updating inventory and maintaining products.
- Planning and implementing new ideas, strategies for smoother operations.
- Working on pricing, seasonal sales and discounts.

### Achievements:

- Achieved Higher Sales Target in Jan 2020.

**TCS Courier- StudiobyTCS**

Assistant Manager - E-commerce Department

**Karachi Sindh**

Apr 2019 – Dec 2019

- Responsible for online and offline operations.
- Working on pricing, seasonal sales and discounts with close coordination with Vendors.
- Designed and revamped website to Shopify from Magento.
- Evaluating analytics to improve click through rates, conversion rates, and bounce rates.
- Responsible for efficient fulfilling customer's orders and quality control.
- Worked on social media and email marketing.

**Achievements:**

- Raised sales by 30% in Q4 2020 .
- Optimized procedures and reduce costs.

**Dewan Motors–BMW Pakistan**

Executive- Marketing Operations Department

**Karachi Sindh**

Sep 2017 – Mar 2019

- Quota Request and Allocation from BMW.
- Analysis of competitor's specification.
- Resolve Vendor and Customer Queries.
- Coordination with internal departments to implement ERP system module.
- Discount Packages and Pricing Working.
- Promotional activities Coordination.

**. Achievements:**

- Implemented ERP System successfully with the help of IT Department.

**Jang Group and Geo Television Network**

Internee- Material Management Department

**Karachi Sindh**

Jun 2016 – Jul 2016

- Worked on ERP System
- Learned Vendor Management Process.
- Learned Requisition Process of Local and Import Procurement.

**LINKAGOAL – Social Network Website**

Internee- Digital Marketing Department

**Karachi Sindh**

Apr 2016 – May 2016

- Learned Basics of Blog Writing and Digital Marketing.
- Part of Focus Research Groups.
- Design, Build and Maintain Social Websites.

**Meezan Bank Limited**

Internee- Operations Department

**Karachi Sindh**

Jul 2014 – Aug 2014

- Learned Account Opening Procedures and Documents Verification.
- Assisted Customer Queries.

## EDUCATION

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### INSTITUTE OF BUSINESS MANAGEMENT

Masters of Business Administration.

- Majors in Marketing

**Karachi Sindh**

Sep 2018 – Aug 2020

### BAHRIA UNIVERSITY

Bachelor of Business Administration.

- Majors in Supply Chain Management

**Karachi Sindh**

Aug 2013 – Jul 2017

### CADET COLLEGE PETARO

Intermediate, Matriculation

**Jamshoro Sindh**

Aug 2009 – Jul 2013

## CERTIFICATIONS

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- Google Analytics for Beginners by **Google**
- Introduction to Data Studio by **Google**
- Diploma in Six Sigma by **Alison**.
- Google Adwords Workshop by **The NEST I/O**.

## ADDITIONAL SKILLS

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- MS Office 2016.
- Basic HTML & HTML5.
- Magento.
- ERP-Management Information System.
- Shopify Platform.
- SAP- Materials Management.
- Amazon Advertising Console.
- Amazon Seller Central.
- Time Management.
- IBM SPSS Software.

## AWARDS AND HONORS

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- Achieved Merit Scholarship.
- Hold Position in Bahria University Rector Honor's List Spring 2017.
- Secured 1<sup>st</sup> Position in Brand Mantra Intra - Class Competition.
- Secured 3<sup>rd</sup> Position in Injaz Pakistan Intra - Class Competition.