

MOBIN AHMED

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CAREER OBJECTIVE

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

WORK EXPERIENCE

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

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

- 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

- 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

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