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# ALI HUSNAIN

ECOMMERCE EXECUTIVE | BRAND MANAGER

## EDUCATION

2016- 2018

**Bachelor in Computer Science**

University of Central Punjab  
Gujrat, Pakistan

2014 - 2016

**Intermediate in Computer Science**

Punjab Group of Colleges  
Gujrat, Pakistan

## MY EXPERTISE

### Professional Skills

- Project Management
- Product Development
- Brand Management
- Brand Strategy
- Team Management
- Data Analyzation
- Amazon, eBay & Walmart

### Personal Skills

- Leadership
- Team Work
- Problem-solving
- Detail-oriented
- Self-Motivated

## PROFILE INFO

Detail-oriented, systematized, adaptable, and results-driven professional with 4 years of experience in fast growing Ecommerce Field. Excellent at team organization, multitasking, encouraging team spirit, and improving workflows. Always trying to have a can-do attitude, turn problems into solutions, be positive, and ensure teamwork makes the dream work!

## WORK EXPERIENCE

### Walmart & eBay Manager

3-BG

Mar 2021 - Present

Bucharest, Romania

Coordination and project management within the 3-BG Go-to-Market Team and close cooperation with the thrasio.com Product Launch & GTM Team.

Responsibilities:

- Assign tasks to the team to fulfill the project requirements and manage creative workflow in an effective and efficient manner
- Ensure that all project team members have a clear understanding of their assignments and due dates
- Propose and implement process optimizations and new standards of procedures
- Organize brainstorming meetings and capture meeting minutes
- Measure and track project performance to identify areas for process improvements

### Brand Manager (AMAZON, EBAY, WALMART)

URTASKER

Mar 2019 - Mar 2021

Islamabad, Pakistan

- Managed multiple stakeholders within the company and external clients
- Day-to-day operations of managing the product pages, content, images, pricing, inventory, and marketing campaigns on Amazon, Walmart eBay & other channels.
- Monitoring sales and analyzing data to make business decisions to grow revenue and profitability of the account.

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## CERTIFICATION

### Amazon Specialist

URTASKER  
2020

### Web Development

Nexthn  
2018

### AMAZON PL Expert

#### AMZ AUTOMATION AUSTRALIA

June 2020 - Dec 2020 (Part-Time)

Islamabad, Pakistan

- Foreign client handling via Skype calls and WhatsApp.
- Product Research & Sourcing for PL. (Black box by Helium 10, Jungle scout).
- Product Launch on Amazon, eBay & Walmart
- Brand Registry on Amazon
- Keyword Research (Helium-10, MerchantWords).
- Content Writing (Title, Bullet-points and Product Description).
- Running effective PPC campaigns for optimum performance.
- Managing reports & running promotions. (Coupons, lightening deals)
- Order management shipped, unshipped, cancelled, pending orders.
- Resolving issues relating to stranded and suppressed inventory.
- Advising clients on market depth & market trends

## HOBBIES & INTERESTS

- Photography •
- Travel •
- Cricket •
- Basketball •
- Reading •
- Artificial Intelligence •
- Space Exploration •
- Quantum Physics •

### ECOMMERCE MANAGER

#### BGM PROFESSIONAL (UK)

July 2018 - Feb 2019

Gujrat, Pakistan

- Responsible for account management, new listings, listing optimization, customer support, return & case handling, and ongoing maintenance for all SKUs.