

M MUSTAQEEM

OBJECTIVE

My career objective is to leverage my extensive experience in marketing, e-commerce, and project management to contribute effectively to a dynamic organization. I am committed to driving growth, enhancing brand presence, and delivering exceptional results. I aim to continuously learn, adapt, and innovate in a rapidly evolving industry while fostering collaborative and productive relationships within the team.

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WORK EXPERIENCE

DIGITAL MARKETER & ECOMMERCE MANAGER, XTREME TECHNOLOGIES, SEP 2022- PRESENT

Crafting compelling social media content and enhancing brand identity.
Strategic media buying for client brands and in-house brands
Executing email marketing campaigns
Effectively managing E Commerce websites and overseeing Amazon and other marketplace accounts.
Skillfully handling occasional project management tasks delegated by senior management.

DIGITAL MARKETER & ECOMMERCE MANAGER, SPLASH TRADING (REMOTE) AUG 2021- PRESENT

Full management of Amazon and eBay accounts, as well as the TikTok shop.
Running paid advertising campaigns across various platforms.
Generating innovative ideas to enhance brand sales
Securing brand and distributor approvals for Amazon's wholesale business

ECOMMERCE MANAGER, MARKETING SATISFACTION, MARCH 2021- AUG 2021

Product hunting and sourcing for online marketplaces for clients.
Creating and optimizing listings on Amazon and eBay.
Managing Amazon PPC campaigns.
Handling clients' Amazon and eBay accounts.
Managing social media advertising campaigns.

VIRTUAL ASSISTANT OF AMAZON PL, DRAGON EXCEL (REMOTE) JAN 2022 - DEC 2022

Product hunting and sourcing.
Creating product listings.
Managing Amazon PPC campaigns.
Providing strategic advice.
Creating shipping templates.
Handling day-to-day issues on the Amazon platform.

VIRTUAL ASSISTANT, ELITOK (REMOTE), JUNE 2021 - NOV 2022

Product hunting and sourcing.
Creating product listings.
Managing Amazon PPC campaigns.

MERCHANDISER INTERN, APPAREL MERCHANDISING SERVICES, JUNE 2020 - SEP 2020

Facilitating client communication and forwarding requests to factory vendors.
Skillfully negotiating prices before finalizing orders.
Managing various project management tasks.
Creating carton labels for Shipments.
Regularly updating ERP software for improved operational efficiency.

EDUCATION & COURSES

BUSINESS ENTREPRENEURSHIP

Szabist University, Karachi 2024

A LEVELS

Alpha College, Karachi 2020

O LEVELS

Progressive Public School, Karachi 2018

FUNDAMENTAL OF DIGITAL MARKETING

Google Digital Garage, 2023

FACEBOOK ADS

Meta blueprint, 2023

SEO COURSE

Being guru , 2022

AMAZON PL COURSE

Extereme Commerce, 2020

ADDITIONAL SKILLS & EXPERTISE

- Canva
- Google Products
- Creating Presentations
- Social media ads
- Ai tools adaptability
- Project management
- Shopify Store creation
- Wordpress website creation
- Content Writing
- Copy writing
- Online Marketplaces expertise (Amazon, ebay , walmart)
- Email Marketing
- Sales
- Branding

REFERENCES

Reference will be provided upon request

