

# ALTAF HUSSAIN DURRANI

## E-Commerce Manager

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United Arab Emirate DIP 1, Dubai, UAE.



## MY LIFE PHILOSOPHY

*To Join a professional team in the field of E-Commerce /Website Manger to enhance my knowledge and professional skills within a dynamic and progressive environment where sincerity and dedication are pre-requisites.*

## TECHNICAL SKILLS

- Technical, Analytical and Reporting Skills
  - Digital Marketing Social
  - Media Marketing
  - Sale Development
  - Microsoft Word, PowerPoint, Excel, and Outlook
  - Document Controller
  - ERP System ( I-Trade, Microsoft)
  - Programming
  - CodeIgniter / WordPress

## JOB EXPERIENCE

### Farm Shop | E-Commerce Specialist MAY-2024 – NOV

E-Commerce Specialist with vast experience on several marketplaces in UAE market. Farm Shop is Organic Store situated in UAE.

#### Keys Responsibilities:

- Create Online Account for Farm Shop (Deliveroo, Instashop, NOON, Talabat, Amazon).
- Developed and executed comprehensive E-commerce strategies that increased online sale.
- Manage Farmshop Website.
- Conducted market research and competitive analysis to inform product listings, pricing strategies, and promotional.
- Campaigns Monitored customer feedback and reviews, addressing issues and improving overall customer satisfaction.

### Let's Organic Market dubai | Channel Sale Manager | March-2022 – Aprile-2024

E-Commerce Specialist with vast experience on several marketplaces in UAE market. Let's Organic Market is an Organic Store situated in UAE having more than 3000 products and 300 brands from Italy, UK, Germany and other regions.

- Amazon Seller Central
- NOON
- Insta shop
- Deliveroo
- Talabat
- Now Now
- Elgrocer
- blue Terra
- Dubai store

## RESEARCH INTERESTS

- E-Commerce
  - Key Accounts Manager
  - Digital Marketing
  - Online Merchandising

## EDUCATION

### Bachelor's Degree

University of Malakand | Software Engineering  
Completed in 2018

### HSSC /Two Year Degree

Government College Peshawar| Pre-Engineering  
Completed in 2014 Bachelor's Degree

### SSC / Secondary School Certificate

Oxford English Academy School | Science  
Completed in 2012

## STRENGTHS

### Personal Skills

Observation

Decision Making

Communication

Multi- Tasking

## LANGUAGES

English



Urdu



Pashto



## REFEREES

### Hammad Awan

Let's Organic / jeweler taller

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United Arab Emirate

**Keys Responsibilities:**

- Managed brands end to end across All marketplaces on a daily basis by focusing on stock availability, price competitiveness, and assortment growth.
- Identify listing optimization for growth opportunities of the brands on specified marketplaces.
- Develop plan to maximize sales and increase rating/reviews of products on All marketplaces.
- Plan promotional campaigns and coordinate execution with the platforms.
- Plan marketing campaigns with inputs from Brand Managers Marketing teams.
- Ensure optimal product presentation in terms of content, graphics, images to drive sales and profitability through proper merchandising and visibility on online platforms and channels.
- Build strong relationships with Amazon and Noon account managers to increase exposure & get category insights to grow the brand

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**Skytech store SharjahUAE | PHP Developer | Sep 2021- Dec 2021**

Worked As PHP Developer Manage different Website.

**Key Responsibility:**

- PHP developers usually develop back-end components, connect the application with the other (often third-party) web services, and support the front- end developers by integrating their work with the application.

**Skytech store Sharjah UAE |Digital Marketing Sep 2019 - Aug 2021**

**Key Responsibility**

- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising. Keeping track of data and analysing the performance of social media campaigns
- Lead Generation Create a form to Collect Clients information for email marketing/ SMS marketing

**A DAY OF MY LIFE**

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