

# FAISAL AMIN

HOUSE NO 18, GULSHAN-E-KHYBER SCHEME  
NEAR LAHORE MEDICAL COLLEGE, CANAL BANK, LAHORE

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## PERSONAL SUMMARY:

A highly motivated and confident individual who has a successful track record of making online campaigns profitable, and who also possesses solid exposure to Shopify and other related disciplines. Background experience in emerging trends, best practices and in evolving strategies to continually improve a sites performance in search results. Having highly technical knowledge of the industry along with a very good strategic approach to problems. Currently looking for a suitable consultancy position with a reputable and exciting employer.

## PERSONAL PROFILE:

Name:	Faisal Amin
Father Name:	Muhammad Amin Javed
Date of Birth:	April 11, 1987
Religion:	Islam
CNIC No:	35201-1146686-1
Nationality:	Pakistani
Marital Status:	Married

## CAREER HISTORY:

### 1. LSVP (Pvt) Ltd

2021-Continue

#### eCommerce Data Manager (Shopify + nopCommerce)

Key responsibilities here are as under:

- Manage our online store's day-to-day operations ensuring proper site merchandising and review current inventory and replenishment processes across the overall product catalog.
- Make sure products are set-up accurately and completely with all details and necessary information.

- Coordinate with social media and logistics team to make sure the smooth data entry processes.
- Make sure that the things are aligned and tasks are completed on time.
- Assist other team members in case there are any technical errors in data management.
- Manage the backend logic of SKUs based on daily inventory statuses
- Drive productivity of inventory departments by identifying and solving problems and training personnel in day-to-day issues.
- Related information from point of origin to point of consumption for the purpose of conforming to customer requirements. The management of the details of an operation.

## **2. Cresset Logistics House (Pvt) Ltd**

**2016-2020**

### **eCommerce Store Manager (Shopify + nopCommerce)**

My responsibilities were:

- Manage online store's day-to-day operations ensuring proper site merchandising.
- Make sure products are set-up accurately and completely with all details and necessary information.
- Identify root causes to discrepancies with inventory to decrease company losses through accountability of product.
- Manage the backend logic of SKUs based on daily inventory statuses
- Drive productivity of inventory departments by identifying and solving problems and training personnel in day-to-day issues.
- Related information from point of origin to point of consumption for the purpose of conforming to customer requirements. The management of the details of an operation.
- Work with third-party vendors to write, update, and publish content on our eCommerce websites to provide a great customer experience and site accountability.
- Manage our technical connection with a third-party fulfillment partner to our eCommerce platform to ensure accurate inventory synchronization and seamless order processing.

## **3. Cresset Technologies (Pvt) Ltd**

**2012-2016**

### **SEO Executive - From 2012 to 2016**

My responsibilities were:

- Successfully execute SEO tactics, including ongoing evaluation of keywords, content and meta data, campaign performance tracking, and link building.
- Performing ongoing keyword research including discovery and expansion of keyword opportunities.
- Research and implement search engine optimization recommendations.
- Create content strategy for newly acquired properties in conjunction with Content Manager and Marketing Manager.

- Research SEO keywords to use throughout the company's website and marketing materials.
- Collaborate with others within the marketing department to manage SEO strategy.
- Write compelling and high-quality website content, including blog posts and page descriptions.
- Update content and website links for maximum optimization and search engine rankings.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

#### **4. Pak Green Agro Tractor (Pvt) Ltd**

**Jan 2011 – Sep 2011**

My responsibilities were:

- Correspondence with Vendors
- Preparation of Expense Sheet & Summaries
- Preparation of bills

#### **5. PM Auto Industry**

**Jan 2010 – Dec 2010**

- My key role was to follow up correspondence with the dealers.

#### **6. Arzoo Motors (Pvt) Ltd.**

**May 2009 – Dec 2009**

**Documentation Officer**

My responsibilities were:

- Preparation of Bill of Material
- Preparation of Purchase Order
- Correspondence with Vendor

#### **7. NESPAK, Lahore.**

**July 2007 – April 2009**

**Assistant Account**

My responsibilities were:

- Responsible for making journal entries
- Responsible for data entry in software

## **PROFESSIONAL EXPERIENCE**

### **SEO competencies**

- Staying up to date with the latest developments in the SEO field.
- Thorough understanding of E-commerce.
- Knowledge of video search, blogging, twittering, web usability, site design, conversion rates, geo targeting, and ranking methods etc.
- Commercially aware with good business acumen.
- Extensive understanding of how to follow compliance guidelines and avoid black hat techniques that can damage client's website.
- Email marketing, e-newsletters and campaigns.
- Social media campaigns.
- Understanding of mobile technologies.
- Possessing basic HTML skills.
- Knowledge of MS Word, Excel and of using CMS.
- Shopify & NopCommerce data entry expert.

### **Personal**

- Able to prioritize work according to importance.
- Clear understanding of ROI analysis.
- Willing to work off site at client's offices.
- Able to explain SEO concepts to non-technical people including audiences.
- Possessing an analytical mind.
- Self-motivated and ambitious.

## **KEY COMPETENCIES AND SKILLS**

- Shopify & nopCommerce Store Management
- Logistics Support
- SEO Research
- Keywords & Competitors Analysis
- Content Management & Optimization
- Website Management
- Site Structure
- Social Media Management

## **EDUCATIONAL BACKGROUND**

I.Com.	Lahore Board	2006
Matriculation.	Lahore Board	2004

## **COMPUTER LITERACY**

- Proficient in usage of essential computer courses
- Diploma in Advance computer Applications
- Microsoft Office, Excel

## **REFERENCE**

Will be furnished upon request.