

# Mahlil Ghayoor

🏠 Karachi

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I possess extensive experience in managing revenue growth and developing impactful marketing strategies. My skill set includes proficient management of online marketing channels, merchandising, and product promotion, along with a deep understanding of ecommerce consumer behavior, audience segmentation, and marketplace and tracking tools. With a results-oriented mindset, I am dedicated to delivering tangible outcomes that surpass expectations.

## 📋 OBJECTIVE

To obtain an ambitious challenging position. Strong follower of work-ethics and desirous to perform tasks to the best of my abilities. Highly dedicated with open-mindedness to learn unaccustomed element, and adaptable to challenges to the business needs and changing environments.

## 🎓 EDUCATION

### **Bachelors of Engineering | Quaid-e-Awam UEST, Nawabshah**

2015 - 2018

Completed My Bachelors in **Electrical Engineering** in First Division.

### **Intermediate | Degree College for Boys - Hyderabad**

2012 - 2013

Passed with A-1 grade.

### **Matriculation | Excellence Education System - Hyderabad**

2011 - 2013

Passed with A-1 grade.

## 💼 EXPERIENCE

### **Ecommerce Manager | Fashion Villaz**

Aug'22 – Present

Project Name: [shopbrumano.com](https://shopbrumano.com)

- Develop and implement ecommerce sales strategies to meet revenue targets and grow the brand.
- Manage and optimize the ecommerce Shopify based website, ensuring a seamless customer experience across all devices.
- Collaborate with the creative team to develop engaging product content, including product descriptions, photography, and videos.
- Manage online inventory and ensure timely fulfillment of orders.
- Develop and execute marketing campaigns, including email marketing, social media, and paid advertising.
- Analyze ecommerce metrics to identify opportunities for optimization and growth.
- Stay up-to-date with industry trends and best practices to ensure brand remains at the forefront of ecommerce innovation.
- Manage relationships with third-party vendors and partners, including ecommerce platform providers, payment gateways, and shipping providers.

## **E-commerce Manager | SA Data & Management, Inc.**

*Dec'18 – July'22*

- Develop promotional marketing strategies across eBay, Amazon and Newegg by using generated historical sales research and trend analysis.
- Improve conversion on eBay listing by determining optional keyword, description and title copy base off detailed content audit analysis.
- Build customer trust and drive conversion by improving Key Performance Indicators to achieve Top Rated Seller status and Seller Fulfilled Prime Badge on Amazon.
- Dive sales and price competitiveness while supporting effective stock management and maximizing margins to exceed revenue goals.
- Handle drop shipping module and Fulfill orders by considering profit and company policies.
- Proven previous experience of creating supplier account from companies, like: HPE, SYNnex Corporation, Arrow Electronics and Convena Distributions etc.
- Fulfill orders of drop shipping module by considering profit margins.
- Fulfill customer requirements by considering eBay and company policies.
- Give satisfied customer support according to the company policies.
- Providing advice on selection and purchase of IT equipment to customer as per client requirements.
- Create and implement sales strategy to increase sales velocity.
- Keep up-to-date to the new sales & marketing trends.
- Connect with the long term customers in daily and weekly to customer relations.
- Local purchasing and procurement.
- Vendor purchasing and procurement.
- Also have some basic knowledge of SEO keyword ranking.

## **Internee | Jamshoro Power Company Limited, Jamshoro**

*May'17 – June'17*

- Performed routine checks, Maintain Equipment's, Monitor meters and Gauges.
- Control a variety of power-generation equipment and machinery during normal operation, scheduled maintenance and emergency repair procedures.
- Monitor meters, gauges and control boards to verify operational parameters, and make adjustments to distribution, generator output, voltage and electricity flow rates according to standard protocols and power grid requirements.
- Utilize a variety of analog and digital informational displays to understand operational performance variables, such as electricity flow and voltage, and record information accurately into manual logs and computer databases.



## **INTERPERSONAL SKILLS**

- Confident and Determined.
- Ability to cope up with different situations.
- Ability of Good Management.
- Teamwork and Lead.
- Administration and Management.
- Negotiation.
- Active Listening.



## SOFTWARE SKILLS

- Microsoft Office
- MATLAB.
- Asana
- QuickBooks Enterprise.
- PayPal.
- Shopify
- Odoo
- Unity Retail



## EXTRACURRICULAR ACTIVITIES

- QUEST Model United Nations 2016 – *Delegate*.
- Hyderabad Model United Nations III – *Team Registrations*.
- Indus Model United Nations 2017 – *Director Registrations*.
- Hyderabad Model United Nations IV – *Team Lead Registrations*.



## REGISTRATION

- Pakistan Engineering Council  
ELECT/77327



## TECHNICAL COMPETITION

- C-Cube Computing Competitions & Creativity.



## WORKSHOP

- Demand of Electricity and Impact of Renewable Energy Progress.