

# Muhammad Sohaib

Project Manager | xOperations  
Team Lead & Data Analyst |  
ecommerce | Marketing | Public  
Relations



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I am genuinely enthusiastic about leveraging my expertise in data analytics and my unique blend of qualities to contribute to ambitious projects and drive business success. Let's connect & find a bright future together. I possess a strong work ethic and thrive in fast-paced, high-pressure environments. I am not content with simply meeting expectations; instead, I consistently go above and beyond to deliver exceptional results.

## WORK EXPERIENCE

### Project Manager (Marketing) Easy Media Advertising

07/2023 - Present

Dubai, United Arab Emirates

#### Achievements/Tasks

- Led the campaign of Amazon Ads/ Google Ads and social Media Marketing to successfully increase the revenue for 3 items by 5 times.
- Developed expertise in using Amazon Marketing analytics and dashboards to glean actionable insights on campaign performance across multiple dimensions - impressions, clicks, CTR, orders, sales, ACoS.
- Mined converting and high-value keyword data and strategically expanded bidding on those terms using automated tools, reducing average CPC by 15% and lowering ACoS by 5%.
- Analyzed granular trends in how creative assets, targeting parameters, bid strategies and campaign budgets impacted key optimization KPIs week-over-week.
- Charted product roadmap from launch to bestseller status for 3 top-ranked items by accelerating sales, product reviews and through building the trust of customers in the brands.
- Registered 2 brands on Amazon marketplace and built an e-commerce operational framework for robust UAE and global expansion to Saudi Arab & Egypt.
- Formulated digital and content strategies across media channels growing social media following on instagram & facebook to attract traffic to the companies' webpages and the e-commerce pages.

## SKILLS

- Powerbi
- Public Relations Handling
- Asana
- Amazon seller
- Communication skills
- People management
- People development
- Microsoft Office
- Customer Service
- Warehouse management
- Liason
- Social Media Marketing
- Canva
- Amazon Advertisement
- Amazon Web Services
- Google Advertisement
- Financial Management
- Sellerboard

## PERSONAL ACHIEVEMENTS

### Amazon Selling (07/2023 - Present)

- Launched and successfully managed 3 Amazon stores with 3 best sellers on one store

Social Media Marketing intern and Content Writing intern from Tapoos Entertainment Pvt. Ltd.  
(03/2018 - 06/2018)

Public Relations and Customer Care officer for a start-up in e-commerce from Islamabad. (01/2020 - 04/2023)

Certificate of Merit as an Operations and HR Consultant  
(01/2017 - 04/2017)

First Aid Executive from Pakistan Red Crescent Society.  
(06/2017 - 07/2017)

## ACHIEVEMENTS

Launching of a leather based brand by the name of 'La Elision' (11/2019 - 11/2022)

Generated the website, handled clients, designed & sampled products, handled the finances, made the accounting sheets and followed other procedures necessary for the execution of a start-up.

## WORK EXPERIENCE

### Operations Team Lead Abacus Consulting

01/2022 - 04/2023

Islamabad, Pakistan

#### Accomplishments

- Utilized the full functionality of Powerbi and it's unification with excel to visualize weekly business reviews for the client.
- Helped propell a team of 17 members to achieve a target of \$170,000 every month, with the aim of revenue maximization for the organization.
- Worked with a focus on operational efficiency while keeping up to par with the quality standards.
- Allocation of resources and how to utilize the best of each individual based on BCG analysis.
- Responsible for the training and management of 86 people on the floor at times when the manager wasn't available.

### Customer Service Representative Mindbridge

12/2020 - 12/2021

Epay UK/ Australia/ New Zealand

#### Achievements/Tasks

- Successfully handled difficult situations and conflicts while remaining calm.
- Dealt with a wide range of customer personalities and challenging situations can build resilience and adaptability.
- Worked on active listening, empathy, clear articulation, and the ability to adapt communication styles to different individuals.

### Warehouse Manager & Marketing Partner La Elision

11/2019 - 11/2022

#### Achievements/Tasks

- Implemented effective inventory management systems and processes that optimize stock levels.
- Implemented streamlined processes for receiving, storage, picking, packing, and shipping to maximize operational efficiency.
- Built and spearheaded a high-performing warehouse team by providing training, guidance, and support.
- Tracked key performance indicators (KPIs) and implemented improvements based on customer feedback.

## EDUCATION

### Bachelor of Business Administration NUST

09/2016 - 01/2021

Islamabad, Pakistan

#### Major Courses

- Marketing
- HRM
- Public Relations

## ACHIEVEMENTS

Final Year Project at NBS (Revamping the business model of Universal Surgical Co.) (09/2019 - 07/2020)

Revamped the supply chain, operations, marketing & the management of Universal Surgical company.

## LANGUAGES

English

Professional Working Proficiency

Urdu

Native or Bilingual Proficiency