

# Muhammad Sohaib

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



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Dubai, United Arab Emirates

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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
- Public Relations
- HRM

## 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