

UMAIR SABIR

MANAGER – NEXTGRADE SYSTEMS | SOFTWARE ENGINEER | E-COMMERCE SPECIALIST | B2B PROFESSIONAL

CONTACT

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PERSONAL INFO

Father Name: Muhammad Sabir
Religion: Islam
Nationality: Pakistani
DOB: 23-04-1993
Address: Gulberg Islamabad

SKILLS

- Excellent Communication
- Brand Development
- Team Work & Management
- Efficient Leadership
- Policy Development
- Business Development
- Ecom & Digital Marketing
- Critical Thinking
- Qualitative Research
- Quantitative Research
- Problem Solving
- Multitasking
- Customer/Client Services
- Export Sales
- Interpersonal Skills

OBJECTIVE

A Digital Media & E-commerce specialist with 6 years of professional experience, specializing in full fledge ecommerce industry (B2B, B2C), digital marketing, software sales, client support, career development, project management, and leadership. With a proven record of guiding the implementation of innovative strategies to drive organizational success along with excellent organizational management skills I am seeking to utilize my background in a renowned company to contribute in success and facilitate all stakeholders with my professionalism in management & supervision.

PROFILE

E-commerce Specialist/ Business Analyst with a demonstrated history of working in the Ecommerce platforms and consumer services industry. Graduated from NUST Pakistan I'm a proactive operations-professional, skilled in Digital Media, Ecommerce industry, Business Development, market Research & Analysis, B2C, B2B, Selling Account Management, Microsoft Office, Management, Leadership, Microsoft Excel, Business Intelligence, Web analysis and Research. Looking forward to be part of a fast pace environment where I can utilize my expertise and knowledge to learn and grow more create opportunities and ultimately growing the business. As an experienced professional while working with industry top rated companies, I have learned and applied innovative strategies, team development & management, administrative tasks, operations management and sales growth.

Additionally, I pursued many courses and my whole education profile equipped me with the scientific knowledge necessary to accomplish my goals. My strong analytical skills and attention to detail have enabled me to develop innovative growth strategies that cater to a wide range of learning styles.

Overall, my qualifications, experience, and passion managing an organization makes me an ideal candidate for any management level position. I am confident that my expertise would be an asset to a company looking for a competent & skilled professional.

KEY ACHIEVEMENTS

▪ Successful Target Reaches

Launched proactive approaches and motivated the team to go extra miles and achieve the assigned targets. 99% Target achieved rate.

▪ Increased Team's Engagement

Integrated new methods & approaches and helped my team in setting up and achieving targets by smart working instead of working hard.

▪ Professional Growth

Started my career as a shy & introvert but professional environment grows my self-confidence. I worked hard for the development of professionalism in myself and then motivated my teams to get trainings, sessions for improving profession effectiveness.

EDUCATION

Master of Philosophy (M. Phil/MS)

Software Engineering 2014-2018

National University of
Sciences & Technology NUST,
Islamabad, Pakistan

Bachelor of Engineering (B. Sc Engineering)

Software Engineering 2009-2013

Mirpur University of Science &
Technology MUST Mirpur AJK

EXPERIENCE

Manager - Ecommerce

IZOC Solutions | Nextgrade Systems

Sept 2023 – to date

- Oversee a team of professionals, working on B2B ecommerce platforms i.e., Alibaba, Tradeling, Global Sources, Tradekey, Amazon, eBay, go4World, and B2B Online Stores.
- Managing all export sales from lead generation to delivery and after sales client's support.
- Developing and implementing intervention strategies to grow business development and bring more sales from global buyers
- Develop and implement export sales strategies to achieve revenue targets.
- Identify and pursue new business opportunities in international markets.
- Build and maintain relationships with existing and potential customers.
- Conduct market research and analyze competitors.
- Negotiate and close deals.
- Collaborate with cross-functional teams to ensure smooth order fulfillment.

Ecommerce Operations Manager

VA Solutions

Dec 2020 – Aug 2023

- Managed, developed, and trained a team of 5 professionals, to drive online sales via ecommerce platforms and online stores.
- Managing all e-Commerce Platforms including Amazon, eBay, OnBuy, Back-Market, Shopify, nopCommerce, wooCommerce, Sales & recycling websites.
- Manage all accounts activity in relation to traffic acquisition, sales, conversion, a/b testing and reporting
- Work with developers to improve product website & Marketplaces accounts optimization, ensuring promotional offers, online content and user experience is presented and uploaded correctly.
- Manage Products from Research to Final Sales
- Create listing titles enriched with targeted keywords, Keyword Research and Optimization
- Managing advertising and Digital marketing to promote listings
- Google PPC and Ads /Campaigns Management, eBay and other marketplaces Marketing Strategies & Implementations
- Work with the marketing team to maintain quality control to improve traffic performance and customer acquisition.

**Higher Secondary School
Certificate (F. Sc.)**

*Pre. Engineering
2007-2009*

**AJK Board of Intermediate and
Secondary Education BISE
Mirpur Azad Kashmir.**

**Secondary School Certificate
(Matric)**

*Science Group
2005-2007*

**AJK Board of Intermediate and
Secondary Education BISE
Mirpur Azad Kashmir.**

Graduate Trainee

Zarai Taraqiat Bank Ltd. ZTBL
May 2016 – Apr 2017

Social Links

LinkedIn

<https://www.linkedin.com/in/umair-sabir-a59276a3/>

Facebook

<https://www.facebook.com/umair.sabir.395/>

Researchgate

<https://www.researchgate.net/profile/Umair-Sabir>

IEEE Xplore

<https://ieeexplore.ieee.org/author/37087101265>

- Evaluate market trends and technologies to improve marketplaces accounts & website performance
- Directly managed digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media
- Examining sales-related metrics to inform restocks with suitable augmentation rules.
- Reporting on the utility of existing and innovative strategies.
- Business Analytics, Reporting and insights for Daily/Monthly Sales, ensuring KPIs and ROIs are met
- Assisting CS team in aftersales issues/support with customers.

Amazon Account Executive/ Amazon Storefront Manager

Leverify LLC

Dec 2018 – Nov 2020

- Exploring hot selling products from listings of Amazon with the help of reviews and software tools like Jungle Scout and KEEPA.
- Product worth analysis on Amazon marketplace for margin and Sales analysis
- Amazon Pricing, Algorithm analysis and Pricing strategies.
- Amazon account management for FBA program and Shipments, Account's health, Product catalog and visibility, Amazon Cases management, and Customer Services.
- Creating and updating automated reporting system via Google spreadsheets/ Linear programming.
- Timely communication to Amazon.com through verbal and written correspondence to process daily addressed issues, Queries/ Responses/ Replies/ Emails, & Follow up to ensure timely responses.
- Products listing on Amazon USA/UK/EU stores & winning amazon selling Buy Box.
- Amazon Seller central Services i.e., Inventory Management, Shipment Reconciliation, Reimbursements.
- Virtual services for top sellers on Amazon (Stockify, Perfect Stock, Goldunya, Techbaltoro LLC, Western Route USA).

Web Analyst

Zappians

Apr 2016 – May 2016

- Research and Analysis for Lead companies in Europe and Australia.
- Manage, review, and perform daily account responsibilities associated with Google and other search platforms.
- Data mining contact details: phone, addresses, emails of businesses and professionals.