

# NUSRAT ABBAS

## E-Commerce - Digital Marketing - Business Development

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### EXECUTIVE SUMMARY

I have over seven years of experience working as an Administrative Officer, Acquisition Executive, and E-Commerce Manager and freelance business development officer in different companies. My work includes managing operations, building partnerships, and running online store operations. I focus on improving processes, driving business growth, and achieving goals. I am looking for new opportunities to bring my skills and experience to a dynamic and growing organization.

### KEY SKILLS

E-Commerce Specialist. Online Store Website Management and Operations. Digital Marketing .Social Media Management . Product Content Writing. Lead Generations. E mail Communications. Sales Management.Tendering and Contracts. Proposal writings. Pitch Presentations. Google Docs. MS Office. Virtual Assistant. Business Development. Project Coordination. Warehouse Operations. Inventory Management. Record Keeping. Cross functional Operation. Administration .

### Certifications

Foundation of Digital Marketing and E Commerce, Email Marketing and Project Management From Google Coursera. Internet of Things IOT, Network Essentials Basics and Cyber Security Basics from Cisco Networking Academy. E Commerce Management, Digital Literacy, Digital Marketing, SEO, Creative Writing and Social Media Marketing from Digiskills.

### CAREER HISTORY & ACHIEVEMENTS

|            |                        |
|------------|------------------------|
| <b>BDO</b> | <b>01/2025–12-2025</b> |
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Smart Control Pvt Ltd

*IT Company*

**Key Achievements:**

- Led Digital Marketing and e commerce Web Development Team.
- Managed B2B Meetings, Tenders and Contracts.

|                       |                        |
|-----------------------|------------------------|
| <b>BDE- Freelance</b> | <b>03/2024–02/2025</b> |
|-----------------------|------------------------|

AIOBC- Hybrid

*Software House*

**Key Achievements:**

- .Handeled Upwork profile management, including bidding and client communication to secure projects.
- Handled LinkedIn and Indeed profiles, applying for relevant jobs/projects across multiple platforms.
- Secured five Projects including Full stack and AI SaaS Projects.

**E-Commerce Manager****05/2023–12/2024**

Veteran Times Intl

*E Commerce Company***Key Achievements:**

- Oversaw product listings, ensuring accurate descriptions, images, and pricing for optimized search ability.
- Handled email communications with customers, vendors, and partners to enhance customer experience and streamline operations.
- Executed inventory management practices to maintain optimal stock levels and prevent shortages.
- Led team management initiatives to foster collaboration and ensure alignment with business goals.
- Facilitated cross-functional operations by collaborating with different departments to streamline workflows.
- Directed digital marketing campaigns, including paid ads meta ads google ads and SEO strategies, to drive online visibility and sales

**Acquisition Executive Hotels****04/2022 – 04/2023**

Gozayaan PK

**Online Travel Platform****Key Achievements:**

- Acquired 100+ hotels across North Pakistan, expanding the company's portfolio in key travel destinations.
- Listed and maintained hotel profiles on the company website, ensuring real-time updates for accurate and current information.
- Established and maintained communication with hotel vendors to build strong partnerships and negotiate favorable terms.
- Coordinated with the technical team to ensure smooth and accurate listings, enhancing user experience and visibility.
- Provided ongoing support to vendors, addressing issues and updating listings as needed to meet quality standards

**Administration Officer****02/2018-03/2022**

Kingcrete Builders Pvt Limited

*Construction Company***Key Achievements:**

- Oversaw warehouse operations management, ensuring efficient storage, handling, and distribution of goods.
- Directed inventory management processes to maintain optimal stock levels and reduce waste.
- Managed logistics and transportation operations to ensure timely delivery and reduce transit costs.
- Coordinated heavy machinery repairs and maintenance, enhancing equipment longevity and safety.
- Handled rental matters, including contract negotiation and facility management for rental equipment.
- Led team management initiatives, fostering a collaborative and productive work environment.
- Conducted purchasing of construction materials, ensuring quality and cost-efficiency for project needs.
- Facilitated cross-functional operations, liaising with various departments to streamline workflows and enhance productivity.
- Directed project coordination efforts, supporting project timelines, budgets, and team collaboration for successful project delivery.
- Maintained precise record keeping for inventory, transactions, and equipment usage.
- Reported directly to the General Manager, providing regular updates and insights on operational activities.

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

### **Bachelor of Computer Science BSCS - 2018**

Virtual University of Pakistan

### **Intermediate ICS FBISE - 2014**

Army Public School and College System Sialkot Cantt.

### **Matric FBISE- 2012**

FG Dawood Public School Muzaffarabad AJK

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## LANGUAGES

- English
- Urdu
- Punjabi
- Balti
- Shina