

# Zakia Saddique

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UAE



## SUMMARY

Ambitious and results-oriented eCommerce professional with 5+ years of experience managing full-cycle online retail operations across major GCC platforms, including Amazon UAE/KSA, Noon, Namshi, and brand-owned stores on Wordpress, Shopify and Magento. Adept at handling diverse product categories — from generic goods to premium and private-label brands — with a strong track record in driving revenue growth and marketplace performance.

Skilled in optimizing product listings, executing high-ROI PPC campaigns, improving conversion rates, and managing seamless order fulfillment and logistics. Known for a hands-on approach to business operations, from order management to customer service, with a focus on marketplace compliance and profitability. Passionate about building and leading high-performing teams, empowering them with deep industry knowledge, tools, and training to deliver results in fast-paced eCommerce environments.

Results-driven eCommerce professional with strong leadership skills and a proven ability to drive LFL growth through strategic planning and execution. Experienced in managing end-to-end online operations across marketplaces and B2B and B2C platforms. Competitive, resourceful, and innovative — seeking a challenging role to contribute to business growth and digital excellence.

## COMPETENCIES

- Content Leadership & Conversion Optimization
- Website Navigation & Customer Experience (CX) Management
- Promotional Planning & Campaign Alignment
- Site & App Content Accuracy & Brand Representation
- Sustainability Strategy Contribution
- Visual Merchandising & Innovation
- Sales Focus with Cost Sensitivity
- Site Enhancement & Digital Innovation
- Digital Merchandising & Visual Strategy
- eCommerce Commercial Planning & Decision-Making
- Data-Driven Performance & Sales Analysis
- Customer Experience & Journey Optimization
- Team Leadership & Performance Management
- Marketplace Operations & Product Assortment
- Conversion Rate Optimization (CRO)
- Inventory, Stock & Demand Planning
- Promotions, Campaigns & Pricing Strategy
- Platform UX/UI & Navigation Enhancement
- Content Management & Brand Compliance
- Omnichannel Integration & Fulfillment Efficiency
- eCommerce Strategy & Planning
- Operational Efficiency & Workflow Management
- Multitasking & Cross-Functional Coordination
- Technical Proficiency in MS Office & eCommerce Tools
- Problem Solving & Process Optimization

## EXPERIENCE

### **Bigbrands Perfume LLC : Ecommerce Manager**

July 18 2024 - Continue  
Dubai/ Business Bay

#### **Inventory and Order Management**

- Manage warehouse inventory efficiently, ensuring accurate stock levels and timely replenishment.
- Maintain detailed records of inventory, including incoming and outgoing stock.
- Monitor order flow across multiple ecommerce platforms such as Amazon, Noon, Carrefour, Ezkrt, Sharafdj, Wee, DubaiStore, and company website.
- Oversee the entire customer order lifecycle from order placement to delivery, ensuring accuracy and timely fulfillment.
- Coordinate with warehouse and logistics teams to ensure smooth dispatch and delivery of orders.

#### **Budgeting and Cost Management**

- Monitor and manage budgets related to inventory procurement, logistics, and marketing activities.
- Select appropriate carriers for transportation and negotiate competitive rates and contracts to optimize shipping costs.
- Stay updated on shipping carriers, routes, rates, and any changes affecting cost and delivery timelines.

#### **Carrier and Logistics Coordination**

- Evaluate and select transportation carriers based on service quality, rates, and reliability.
- Negotiate terms and contracts with carriers to secure the best deals.
- Address and resolve any shipping-related issues or complaints promptly to maintain customer satisfaction.

### **Customer Service and Communication**

- Respond to customer inquiries and complaints through various channels, including daily phone calls and WhatsApp.
- Resolve customer issues efficiently to ensure a positive shopping experience.
- Handle customer feedback and work on continuous service improvement.

### **Sales Planning and Marketing**

- Plan and execute upcoming sales events on all platforms to drive sales growth and increase product visibility.
- Coordinate promotional activities and campaigns across ecommerce channels.
- Conduct WhatsApp marketing campaigns to engage with customers and boost sales.

### **Reporting and Analytics**

- Prepare and update monthly sales reports, analyzing performance trends across platforms.
- Monitor key performance indicators (KPIs) to evaluate sales effectiveness and customer satisfaction.
- Use insights from sales data to recommend strategies for growth and improved customer engagement.

### **Vendor and Brand Management**

- Collaborate with local and international perfume brands to ensure product availability and alignment with marketing strategies.
- Manage relationships with brand partners to support sales and promotional activities.
- Manage product ordering and oversee shipments based on store demands and inventory levels.
- Handle customer complaints and resolve any issues related to staff or services to ensure customer satisfaction.

### **Achievements**

- About **80%** of increase in overall year sale figures and Decrease in RTO by **15%**
- Integrating new Platforms for smooth order flow to achievement of best result and best customer experience result.

### **UK Plus Security and Surveillance LLC**

#### **Brand: Unihoms**

**March 2022 – July 2024**  
**Baniyas Square**

### **Digital Marketing / Ecommerce Manager**

- Manage all ecommerce platforms including Noon, Amazon, Carrefour, Ezkrt, Sharafdj, Wee, and DubaiStore.
- Handle FBA (Fulfillment by Amazon) and FBM (Fulfillment by Merchant) packing, order scanning, and barcode management.
- Create shipping manifests and coordinate appointment scheduling for shipments.
- Maintain accurate inventory records and monitor daily sales performance.
- Write engaging content and optimize product listings with SEO-friendly titles and descriptions.
- Source new top-selling products from the local and international markets.
- Dealing with local and international buyers to introduce and promote new products.
- Grow company revenue by increasing sales across multiple ecommerce platforms.
- Manage and update company social media accounts to enhance online presence.
- Successfully launched and managed the new brand, **UNIHOMS**.
- Plan and execute promotional strategies across ecommerce platforms to increase product visibility and drive sales.
- Utilize platform-specific advertising tools (e.g., Amazon Sponsored Ads, Noon Ads) to boost exposure.
- Monitor campaign performance and adjust marketing strategies accordingly.
- Order Fulfillment & FBA Operations
- Handle FBA (Fulfillment by Amazon) operations for 1,500 to 2,000 units monthly, ensuring timely shipping, proper labeling, and compliance with Amazon guidelines.

## **AutoComfort Cars - Ecommerce Manager**

**Dec 2021 - March 2022**

**Al Quoz**

- Product Listing & Optimization
- Supplier Coordination & Pricing
- Product Promotions & Advertising
- Utilize platform-specific advertising tools (e.g., Amazon Sponsored Ads, Noon Ads) to boost exposure.
- Monitor campaign performance and adjust marketing strategies accordingly.
- Order Fulfillment & FBA Operations
- FBM and Manual Fulfillment
- Amazon Account Management
- Inventory & Reporting
- Logistics & Shipment Oversight
- Coordinate with logistics partners for local and international shipments and follow up on delivery performance.

## **Hua Teng - Ecommerce Manager**

**Oct 2020- March 2021**

**Ajman - China Mall**

- List new products across multiple ecommerce platforms including Amazon, Noon, Carrefour, Ezkrt, SharafDJ, DubaiStore, and Wee.
- Create optimized product listings with SEO-friendly titles, descriptions, bullet points, and keywords to improve visibility and search ranking.
- Continuously update and refine listings to reflect current promotions, availability, and seasonal trends.
- Coordinate with local and international suppliers to obtain the most competitive cost prices.
- Evaluate supplier offers to ensure profitability and quality standards.
- Set appropriate sale and retail prices for each product based on cost, competitor pricing, and market demand.
- Plan and execute promotional strategies across ecommerce platforms to increase product visibility and drive sales.
- Utilize platform-specific advertising tools (e.g., Amazon Sponsored Ads, Noon Ads) to boost exposure.
- Monitor campaign performance and adjust marketing strategies accordingly.
- Order Fulfillment & FBA Operations
- Handle FBA (Fulfillment by Amazon) operations for 1,500 to 2,000 units monthly, ensuring timely shipping, proper labeling, and compliance with Amazon guidelines.
- Prepare and oversee FBA packing under strict quality checks, including barcode scanning and packaging.
- Create and manage shipping plans and manifests, and book appointments for FBA shipments as required.
- Oversee FBM (Fulfillment by Merchant) orders, ensuring efficient pick, pack, and ship processes for daily orders.
- Monitor stock levels closely to prevent overselling and ensure product availability.
- Independently manage two active Amazon seller accounts, including performance monitoring, inventory control, and customer service.
- Resolve customer queries, complaints, and return cases professionally and within SLA timeframes.
- Maintain a healthy account rating by adhering to platform policies and best practices.
- Maintain accurate inventory records for all platforms, including daily stock updates and incoming/outgoing goods tracking.
- Add new items regularly and phase out slow-moving SKUs to optimize inventory turnover.
- Prepare and present monthly sales reports with performance analysis across each platform and product category.
- Supervise the packing and shipping of all outgoing orders to ensure timely and error-free deliveries.
- Coordinate with logistics partners for local and international shipments and follow up on delivery performance.

## Technical Skills & Platforms

- Proficient in HTML3, CSS, jQuery, and JavaScript for web development.
- Experienced with WordPress for blogging, content management, and backend customization.
- Knowledgeable in Android app development, including UI design and functionality.
- Skilled in using Microsoft Office Suite (Excel, Word, PowerPoint) for business and reporting tasks.
- Hands-on experience with various AI platforms for automation, content generation, and productivity tools.
- Ads Facebook /Instagram (Meta Ads)

## App Development Projects

- Weather App – Developed a responsive application that provides real-time weather updates.
- Calculator App – Built a functional calculator app with interactive UI and basic arithmetic features.
- News App – Created a dynamic app displaying live news using APIs and categorization filters.
- Music App – Designed a user-friendly interface for music playback and library management.

## Courses & Certifications

- Completed Professional English Communication course for enhanced verbal and written skills.
- Certified in Digital Marketing, including SEO, social media marketing, and content strategy.
- Website backend Development.
- USA Amazon Ecommerce Marketplace Training course.

## Digital Marketing & Advertising

- Experience running Facebook (Meta) Ads for lead generation, engagement, and brand awareness.
- Managed Instagram Ads campaigns targeting niche audiences to boost visibility and conversion.
- Skilled in content writing, integrating trending hashtags for better social media reach.

## ADDITIONAL EXPERIENCE

- Computer Teacher Lahore college
- Admin/ HR in Sweet ways Public School
- Worked as an Intern Júnior Android Developer Star's Developers
- MindBridge Chat Support
- Online marketing on Social Media 1 year experience.

## EDUCATION

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|----------------------------------|--------------------|------|
| • Masters in Computer Science    | Virtual University | 2018 |
| • Intermediate Pre Medical       | Degree College     | 2012 |
| • Higher Secondary (Pre Medical) | Ajman              | 2010 |

## PROFESSIONAL QUALIFICATION

- Completed course in MS Office
- Internship in Android Development
- Ticketing final year Project (CGPA 4/4)
- Full Stack Back end Development Course

## PERSONAL DETAILS

Nationality	:	Pakistani
Languages	:	English, Hindi and Urdu
Visa Status	:	Employment Visa
Passport No	:	AL5464433