

SABA ISRAR KHAN

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PERSONAL STATEMENT

A driven E-commerce Operations and Project Manager with extensive experience in e-commerce sales and marketing strategy. During the execution of multiple overseas businesses. I have built a reputation as a dedicated professional who works collaboratively within a team. My passion and experience has allowed me to achieve the necessary skills required to strengthen the development of a brand.

PROFESSIONAL EXPERIENCE

E-commerce Manager

NEORUBY GmbH – AASSIO Group | Germany | Feb 2021 - Present

- Attend commercial trade fairs such as ISH Trade Fair to showcase our products and represent the company, in person, in Germany
- Connect with customers and partners from around the world
- Meet with customers in-person to strengthen customer relationships and build brand loyalty
- Observe customer reactions, competitor offerings, and industry trends for product development, marketing strategies, and overall business planning
- Manage operations management for multiple brands
- Manage e-commerce projects for several brands
- Create and implement promotional marketing and initiatives for project development processes including PPC marketing campaigns on Amazon, Walmart and Wayfair
- Work collaboratively and coordinate tasks for development, graphic design and marketing teams
- Plan, co-ordinate, implement and finalize projects according to the business specifications and deadlines
- Track and manage all projects and tasks using Asana and Click-up for team management systems
- Optimize content for SEO purpose and advertising campaigns
- Manage and forecast inventory projections through market analysis using tools such as Analyze & Helium10
- Optimize CRM and ERP platforms (e.g. Sellerboard and Xentral) for inventory and order fulfilment for all sales channels
- Manage and oversee multiple sales channels and sales campaigns including budgeting and forecasting
- Forecast projected sales for Y-o-Y and M-o-M for each sales platform
- Problem solving in logistics, marketing, sales and customer relations
- Create marketing analysis for multiple brands against main industry competitors across all brands

- Implement monthly, quarterly and yearly targets, objectives and KPI's for business operations team
- Manage retail compliance for electronic and non-electronic consumer goods across different regions including USA, AU, EU and UK
- Manage shipping and handling including labeling, SKU, EAN and barcodes
- Manage product development, cost and pricing including MSRP and sale pricing
- Oversee the design and implementation of Amazon A+ content

E-commerce Specialist

MQRS Holdings Inc (INSTACHEW) | Canada | July 2022 – July 2023

- Managed seller accounts on digital marketing platforms including Walmart, Amazon, Wix, Shopify, Newegg, Best Buy, Wayfair, Loblaws, Chewy and more
- Managed daily operations for all online platforms
- Managed all technical and manual products across several channels
- Managed inventory across all channels
- Managed new platforms such as Newegg
- Managed promotional campaigns across all channels
- Participated in events, promotions and webinars to boost sales
- Implemented SEO according to requirement of platforms
- Increased listings scores to increase visibility for sales
- Created and executed shipment and return policy settings
- Open & resolved any unresolved cases
- Co-ordinated with Account Managers from various platforms to improve listings and resolve cases (Seller Support Team)
- Enrolled in multiple programs such as vine and bazaarvoice to gain reviews
- Co-ordinated with customer service team to gather customer issues and concerns
- Co-ordinated with visual department for the best marketing material of products
- Managed website and uploaded content

E-Commerce Project Expert

Freelance | Aug 2020 - Jan 2021

- Acted as a virtual assistant for Amazon Private Label and Amazon wholesale FBA
- Created launch campaigns on Amazon for start-up brands
- Suggested and implement new inventory strategy and projection
- Oversaw competitor analysis strategy for product ranking
- Managed product reviews
- Resolved cases with seller support team
- Managed FBA wholesale
- Sourced and finalized the best products with low BSR and high ROIs
- Sourced different tools to find the most appropriate products such as keepa
- Contacted brands and suppliers or wholesalers and distributors for wholesale account
- Managed prices to win buybox once products have arrived
- Opened reimbursement and other tickets with seller support team

Business Development Manager

Arfat Group of Companies | Sept 2019 - Jun 2020

- Enrolled students into specified international courses of Health and Safety (HSE)
- Communicated with clients according to their business needs
- Increased sales by providing admission to courses

SKILLS

- Sales & Marketing expertise
- Brand development, building & strategy
- Digital marketing
- Leadership & Management
- PPC & Ad campaigns
- Expertise in Asana, Click-up, Microsoft 360
- Expert in Amazon selling and FBA
- Expertise in Sellerboard, Bilbee, keepa, Amalyze, Helium10, Viral launch, Xentral
- Expertise in online marketing places such as Wayfair, Walmart, Newegg, Loblaws, BestBuy, Walmart Connect
- Proficient problem solving
- E-commerce expertise
- Strong time management

EDUCATION

Master's in Economics
IIUI Islamabad | 2020

Intermediate Pre-Engineer
Punjab Group of Colleges | 2014

CERTIFICATIONS

Amazon Virtual Assistant
Amazon FBA Expert
Amazon Dropshipping
Amazon Wholesale
Amazon Ads Virtual Summit