

NADEEM AHMAD

BUSINESS DEVELOPMENT

PROFESSIONAL EXPERIENCE:

Dynamic and results-driven marketing professional with **2 years** of proven success as a Business Development Manager in online marketing. Seeking to leverage my extensive expertise strategic sales planning market analysis, and customer relationship management to contribute to a forward-thinking organization growth. Eager to apply my strong leadership skills.

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BUSINESS DEVELOPMENT MANAGER

AUG, 2021 – OCT, 2023

ALTA SCELTA EUROPE LTD.

Dedicated 2- year contribution to Alta Scelta Company, a UK LTD specializing in Amazon business, driving operational excellence and growth.

Responsibilities:

- **Procurement and Vendor Management:** Successfully managed procurement activities, including vendor selection, negotiation, and contract management, resulting in cost saving, and improved supplier relationships.
- **Competitor Analysis:** Research and analyze competitor products, pricing strategies, and customer reviews to identify opportunities for differentiation and competitive advantage.
- **Analytical thinking:** Ability to collect and process data related to specific problem, Researched, Analysis and strategized data.
- **Communication Skills:** Exchange ideas and information accurately. It allows me to convey information clearly, listen actively to others, and resolve problem.
- **Flexibility:** Ability to adjust changes according to situation that will be beneficial for business, and to work efficiently, and effectively with time management.
- **Content creation:** Develop high quality and engaging content for product listings, A+ content (Enhanced brand content), and brand stores to convey brand identity and enhance customer experience.
- **Product listing optimization:** create and optimize product listings, ensuring accurate and compelling product descriptions, images, keywords, and other essential details to enhance discover ability and conversion rates.
- **Inventory Management:** Monitor and manage inventory levels to prevent stock outs or overstock situations, ensuring a seamless shopping experience for customers.

Achievements:

- Established and implemented work schedules and adjusted them to meet project deadlines.
- Successfully implemented project cost control procedures to complete the project under assigned budgets.

EDUCATIONAL CREDENTIALS:

DEGREE/CERTIFICATION	UNIVERSITY/INSTITUTE	YEAR	CGPA/GRADE
MASTER IN BUSINESS STUDIES	VIRTUAL UNIVERSITY OF PAKISTAN	2019	3.32
BACHELOR IN COMMERCE IN IT	PUNJAB UNIVERSITY OF PAKISTAN	2013	A
E-COMMERCE	PUNJAB INFORMATION TECHNOLOGY BOARD	2022	A
AMAZON ADVANCE PPC COURSE	ECOMIST	2022	A

PROFESSIONAL SKILLS:

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| <ul style="list-style-type: none">• Amazon online store management• Amazon PPC Ads Management (setup, optimization)• Meta Ads• Procurement Management• Attention to Detail• Work Ethic | <ul style="list-style-type: none">• Google Ads• Logo Designer• Effective Communication• Problem Solving• Team Work• Time Management• Creativity |
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EXTRACURRICULAR ACTIVITES:

- Swimming
- Cricket
- Reading Newspaper

REFERENCE:

To be furnished upon request.