

## CURRICULUM VITAE

**N. Abdul Wahab Nizam**

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### Objective

Seeking a challenging career in IT and E-commerce to deliver value to a progressive organization and stay current with the latest technological developments.

### Professional strengths

My professional strengths include a strong understanding of E-commerce Systems and business performance. I excel in both verbal and written communication and have experience in Digital Marketing and Social Media Management. I am a collaborative team player with the ability to manage multiple projects simultaneously. Additionally, I am a skilled motivator and can work well under pressure. My strong management and organizational skills and proficiency in various software tools and applications make me a valuable asset to any team.

### Experience with various software and platforms



## **Work Experience**

### **1. E-commerce Manager – Website & Marketplace**

Worldwide General Trading Sole Proprietorship LLC.

May 2023- Till Now ICAD -Abu Dhabi-UAE

#### **RESPONSIBILITIES**

- Marketplace Startup Strategy: Start-to-end business model (from setup, front end, back end, logistics, and accounting)
- Channel conflict and pricing strategy on core products on 7+ brands (120 products)
- Drive Revenue planning and management and Demand Generation
- Create new Pallets-uae.com businesses
- Manager All Marketplace and third-party sales Sell, negotiate, and execute plans to achieve objectives.
- Work cross-functionally with marketing to develop and maintain a winning eCommerce digital shelf.
- Collaborate with the marketing, sales, and account management teams to create and implement advertising strategies that support overall business objectives
- Develop and maintain a monthly calendar of web activity
- Monitor and maintain accurate inventory levels on the website. Coordinate with the sales team to ensure product availability.
- Analyze e-commerce performance metrics and provide regular reports to assess the effectiveness of online strategies. Identify opportunities for improvement.
- Create and manage product listings on various e-commerce platforms and marketplaces. etc.

### **2. E-commerce Manager & ERP and CRM Project Head.**

PRECISE Trading LLC.

June 2022 – May 2023, DIP2, Dubai -UAE

#### **E-COMMERCE MANAGER RESPONSIBILITIES**

- Manage e-commerce platforms and marketplace sales for Precise3Dhub.com, Precise3dgifts.com, mycrystaldesign.com, Amazon, Noon, Microless.com, Mumsworld.com, Babystore.com, and DubaiStore.com.
- Lead a team to ensure all requirements are met.
- Review website performance and design regularly.
- Manage inventory and stock separation.
- Maintain accurate sales reports and stock updates.
- Collaborate with cross-functional teams and analyze data to identify opportunities.
- Ensure the accuracy of product information, pricing, and promotions.

## **DIGITAL AND SOCIAL MEDIA MARKETING**

- Manage all social media and digital marketing platforms, including preparing ad campaigns and boosting slow-moving products.
- Assign designers and plan future posts and promotions, while maintaining updates and following email newsletters.
- Perform daily and monthly reports to analyze strategies.

## **CRM & ERP PROJECT HEAD -CENTRAHUB CRM & FOCUS ERP**

- Oversee ERP and CRM system implementation, end-user support, and development.
- Collaborate with cross-functional teams for successful project delivery.
- Develop and monitor project plans, timelines, and budgets.
- Manage project resources and mitigate potential risks.
- Ensure compliance with project management best practices and standards.
- Provide leadership, training, and support for successful project implementation and post-implementation activities.

### **3. E-commerce Manager And CRM**

Minutes Quick Services

Apr 2022- July 2022, International City, Dubai-UAE

[www.minutes.co.ae](http://www.minutes.co.ae)

## **SOCIAL MEDIA MARKETING**

- Develop, implement, and manage social media strategy, including defining key performance indicators (KPIs).
- Oversee social media content creation and collaborate with copywriters and designers to ensure high-quality and engaging content.
- Monitor and measure the success of social media campaigns and initiatives.
- Stay current with the latest social media best practices, trends, and technologies.
- Collaborate with Marketing, Sales, and Product Development teams to ensure social media activities align with overall business objectives.
- Engage with industry professionals and influencers via social media to establish a strong network and build brand awareness.

## **STOCK MANAGEMENT**

- Manage overall e-commerce stock and contribute to the commercial plan for growth.
- Monitor stock availability, report on-site cover weekly, and collaborate with the merchandising team to maintain sufficient stock levels.
- Optimize e-commerce sales profitability through effective stock management and accurate sales forecasting.
- Work with buying teams to supply web-exclusive styles, gifts with purchase (GWPs), and offers.
- Ensure inventory availability in preparation for site launches, updates, marketing campaigns, and promotions.
- Coordinate pricing changes and communicate them to the web and customer service teams.

## **ANALYSIS & REPORTING**

- Control and forecast online sales budget, report trends, and develop sales forecasts for peak periods.
- Analyze web analytics and customer journey using Google Analytics to improve site performance and enhance the customer experience.
- Identify tactics to improve conversion rates and provide weekly product status reports.
- Develop strategies to improve areas of underperformance and monitor stock levels and web sales vs store performance.
- Analyze competitor and web sales trends to ensure customer expectations are met.
- Review category growth opportunities, trends, KPIs, and size curves to understand customer requirements for all product categories.

## **CUSTOMER RELATIONSHIP MANAGEMENT**

- Handled customer complaints for both e-commerce and outlet locations with empathy and composure.
- Trained, coached, and supervised new staff members.
- Pitched ideas to improve performance and efficiency.
- Maintained and organized the online customer account database.
- Analyzed data to facilitate efficient client-customer interactions and identify areas for improvement.

## **4. Business Development Manager-E-commerce**

### **Nutsbyte Solution Pvt LLC.**

Aug 2017 – Nov 2021, Hawally-Kuwait

## **RESPONSIBILITIES**

- Formulate and implement long-term strategic goals to enhance the organization's market position and financial growth.
- Acquire new clients by various means, such as networking, cold calling, advertising, etc., and persuade them to engage in business with the organization.
- Build and maintain strong relationships with clients, set sales targets, and offer continuous support to improve the association.
- Introduce new products/services and improve existing relationships. Collaborate with internal colleagues to meet clients' requirements and participate in debriefs.
- Attending industry events, providing insights on market trends, and suggesting new services, products, and distribution channels to mid and senior-level management.
- Identify opportunities for campaigns, services, and distribution channels to increase sales, based on market and competitor analysis.
- Identify and develop the organization's unique selling propositions and differentiators.

## **5. E-Commerce Product & Marketing Manager**

### **Aswar al Mubarakia Gen.Trd**

Apr 2016 - Jun 2017, Miqab- Kuwait

## **RESPONSIBILITIES**

- Developed and executed strategies for game assets and marketing campaigns, enhancing user experience by implementing referral programs, guest checkout, and social media integration and optimizing content and graphic design.

- Sourced and curated unique product lines from both internal and external suppliers, ensuring competitive pricing and high-quality content for the e-commerce site.
- Managed the allocation and presentation of merchandise on the site, planning and coordinating with Interactive Product Managers every quarter.
- Monitored and improved the customer journey through the site, analyzing user behavior and recommending adjustments to enhance conversion rates.
- Led digital marketing and analytics efforts, including managing the internal creative agency responsible for visuals, working with external marketing agencies, and utilizing various techniques such as SEO, PPC, email marketing, and social media marketing to drive online traffic and improve conversion rates.
- Managed fulfillment and inventory performance, reducing delivery time and optimizing carrier costs, as well as developing a long-term plan to support the logistic strategy.
- Analyzed customer demographics and purchasing behavior to monitor trends and identify opportunities for future sales growth.

## **6. E-Commerce Manager (Sales, Marketing & Website)** **(Jeyoon.com)**

### **Professional Technologies Company**

From Dec 2014 - March 2016, Salmiya-Kuwait.

#### **RESPONSIBILITIES**

- Manage website operations and online brand presence.
- Analyze sales and website performance for improvement opportunities.
- Lead email marketing and promotional planning and execution.
- Oversee website appearance and content and develop email programs to increase traffic and customer base.
- Explore new online marketing channels and maintain relationships with media outlets.
- Manage special projects and a team of 3 Coordinators responsible for Customer Care, social media, Corporate Sales, and UV & Graphic Design.

## **7. E-commerce Sales and Showroom Manager**

### **DragonArab.Com**

### **Elite Design Company**

From Jan 2014-Dec 2014, Shuwaik-Kuwait

#### **RESPONSIBILITIES**

- Provide customer support, moderate forums, and manage the database.
- Monitor web, database servers, web services, sales payments, and gateways.
- Manage third-party services, including manufacturer records and maintenance.
- Improve online support, manage offers, and update products daily.
- Support sales team and organize expo and fair events.
- Control costs and plan advertisements.

## **8. IT Team Leader and IT Technical Support Engineer.**

### **We fix Electronics Company**

#### **Al Wazzan Groups**

From Feb 2011 – Nov 2013 Shuwaik-Kuwait.

#### **RESPONSIBILITIES**

##### **TEAM LEADER:**

- Lead collaborative problem-solving efforts.
- Coach and develop team members and address any functional behavior issues.
- Create a supportive environment that fosters trust, open communication, creative thinking, and team cohesion.
- Coordinate with both internal and external customers as needed.
- Provide essential business information to help the team stay focused and on track.
- Schedule and organize meetings and develop meeting agendas.
- Keep the project manager and product committee informed of task progress, issues, and status updates.

##### **TECHNICIAN:**

- Install and repair desktops, laptops, and printers on-site and in-house.
- Provide technical support to identify and resolve customer problems.
- Troubleshoot computer systems and maintain the QA lab, test suite, test plans, and automated test scripts.
- Collaborate with Engineering and Sales departments to develop test plans.
- Ensure that customer solutions meet requirements and specifications.
- Provide regular progress updates and issue reports to project managers.
- Possess extensive experience in analyzing and performing laptop and printer repairs.
- Familiar with HP, Dell, Sony, Compaq, Toshiba, and Apple laptops.
- Possess sound knowledge of Networking, Windows, and iOS.

## **4. Operation Admin Assistant (shipping and receiving)**

### **Immediate-Supply General Trading & Contracting company.**

#### **US Army Operation**

#### **US Army 463L Pallet and Component service.**

From Oct 2010-Feb 2011, Amhara-Kuwait

#### **RESPONSIBILITIES**

- Manage the receipt and shipment of orders.
- Update US Army Base customers' shipping and receiving details.
- Maintain accurate records of shipments and receipts.
- Create ATCMD receipts for shipments and maintain daily reports.

- Report daily shipping and receiving quantity, time, and base details to supervisors and team leaders.
- Perform quality control on shipment processes and related activities.
- Manage the distribution of shipments.

## **5. Computer and Electronics Service Maintenance Technician and in charge**

### **Eureka Electronics Trading Company**

From Aug 2009-Sept 2010, Salmiya- Kuwait.

#### **RESPONSIBILITIES**

- Provided second-level support to the Technical Support Center and created backup software for the distribution and maintenance of computers and peripherals.
- Oversaw computer repair and maintenance, as well as the ordering and distribution of consumable supplies for peripherals.
- Maintained accurate inventory records of all computers and spare parts.
- Coordinated technology requirements and setup during office relocations.
- Resolved Windows, Internet Explorer, and other PC software-related issues.
- Built, maintained, and repaired computer systems to improve speed, efficiency, and reliability.
- Maintained consultative relationships with customers and provided customer care, technical support, and troubleshooting.
- Installed, configured, maintained, and troubleshoot applications using imaging software.

#### **Education:**

Bachelor in Electronics Madras University (2006-2009) – BES

#### **Certifications:**

- Microsoft Certified Technology Specialist (MCTS)  
Awarded: 2013
- Microsoft Certified IT Professional (MCITP)  
Awarded: 2013
- Microsoft Certified Solution Associate (MCSA)  
Awarded: 2013
- Google ad word Display  
Issued May 2018  
Credential ID 14129902
- Google Ad Word fundamental  
Issued May 2018  
Credential ID 13924617

#### **Personal proficiency:**

**Date of birth:** 04.05.1986 (Age 36)

**Nationality:** Indian

**Passport no:** Z4311758

**Place of Birth:** India

**Present Location:** UAE

**Language is known:** Fluent in English, Arabic, Hindi, Urdu, and Tamil.

**Key of success:**

- Show respect to seniors.
- Follow rules carefully.
- Think positively to achieve goals.
- Be a strong leader.
- Welcome new challenges and learn from them.
- Able to handle new tasks and responsibilities.
- Always strive for personal and professional growth.

**Regards,**

Abdul Wahab Nizam