

# Ahtesham

## Digital Social Media Marketing Executive

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Analytical, innovative and highly resourceful professional with more than five years of experience in Business Partnering, Research Analysis, Data Collection, Market Intelligence, forecasting Expertise, E-Commerce and Administration. Experienced with cross functional as well as multifunctional teams & C-level executives. I am seeking a challenging position in a dynamic organization with the aim to find my capabilities and strengths fully utilized for the fulfilment of organizational goals as well as my own career.

### Education

MPA – Masters *in* Public Administration  
Virtual University

Graduated 2022

BSc – Computer Science  
PU – Punjab University

Graduated 2017

### Professional Experience

Marketplace Manager	ORGANIC LLC	Nov 2022-Aug 2023
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*Organic is a Dubai based start-up company dealing in organic and keto grocery products selling across UAE with wide range of 500 brands from across the globe.*

#### Job Duties:

- Manage procurement of stock for required stock for all specific channels topped up with market research of hot selling products.
- Customer service for any complaints and specific requirements regarding the products. Worked across fulfilment, logistics for smooth operations
- Connecting with suppliers to get the best pricing of the products. Analyzing the monthly expenses of each channel to maintain required return on investment by adjusting the profit margins.
- **Platforms Managed:** Talabat, Deliveroo, Instashop, Amazon, Noon, Shopify and other domestic channels.
- **B2B Business Expansion:** As an addition to expand business contacting and dealing with restaurants and other stores to sell in bulk to maximize sales revenue, on boarding as a vendor with other stores. Monthly revenue managed individually up to 200k AED.

Brand Manager	URTASKER	Nov 2021-Nov 2022
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*URT is Pakistan's first multinational E-commerce consultants having offices in US and Pakistan awarded one of the best Amazon consulting partners.*

#### Job Duties:

- Manage international clients by championing their business needs, Build strong communication channels with C-level executives and business owners in the US, provide plan of action to the business way forward to bring gradual growth to sales and marketing initiatives.
- Providing product research, sourcing channels to the clients for trending products and manufacturing for the existing catalogue.
- Registering brand and trademark to build brand awareness in the specific targeted market. Leading product launch from Soft launch process to generate sales according to market influx.
- Managed teams to work across content making, content writing and online store designing.
- Scaling brands which are facing hurdles meeting industry needs and lacking in many modern features.

**Platforms Managed:** Amazon Seller Central-US & UK, Shopify, WIX, Word press, Wal-Mart & EBay.

- **New Business Streams:** As an incentive to increase revenue of the company, I was assigned the task to identify new business streams. For this task I had to conduct market growth potential for all brands and preparing product lifecycle on any other new platform or any new product to be launched on existing business with stakeholders and tried to bring onboard. Monthly revenue managed individually 15k \$.

<b>Management Executive</b>	<b>Colliers International</b>	<b>Apr 2020-Sep 2021</b>
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*Job Duties:*

- Conduct frequent market surveys to analyze the market trends of different asset classes such as Hospitality, Office, Residential and Retail. These surveys help in assisting with unique client-specific research requests such as strategic planning and highest and best use analyses
- Maintaining database on weekly basis consisting of information and news regarding construction and infrastructure related projects from all over the country. This information was then used in preparing monthly reports consisting of overview of the country's real estate along market commentary and forecasts
- Weekly meeting with employees of different departments to address the gaps that exists in data collection
- Real estate valuation of various assets classes using different approaches such as Income Capitalization, Sales Comparison and Depreciated Replacement Cost

*Major Projects:*

- **Large Scale Logistics Park:** Worked with Pakistan's largest logistics company (NLC) for developing Logistics Park in different parts of the country. I was responsible for carrying out market research to identify the gaps in the warehousing and logistics industry of Islamabad (capital city of Pakistan). With the help of my research, we were able to guide the client (NLC) to develop a 50-acre logistics park consisting of a large warehousing and cold storage component
- **Housing Society:** The scope of the project was to help the client in preparing a marketing and financial feasibility for an 800-acre housing society. My role in the project was to study the market and propose different lot sizes which will help the client to get maximum ROI. Further, setting the prices of different lot sizes and houses was also a part of my role
- **5-Star Hotel:** The project was a Highest and Best Used Study for 5,000 Sq Yards plot situated at a very prime location. My role in the project was to gather data from the market regarding the current situation of the hospitality industry in the city and on the basis of that advice the client on the number of rooms, the room sizes and the room rates. Valuation through Income Capitalization and Sales Comparison Approach was also part of the project
- **Strategic Analysis:** Provided strategic analysis regarding branch relocation of Pakistan's largest bank. The client was advised to open up 15 new branches in different areas by analyzing the branch network of the competitors. Another scope of the project was to conduct a rent vs. buy analysis and advice the client whether if it's feasible to rent or own an existing bank branches

<b>Assistant Manager Admin</b>	<b>Hattar Textiles Mills pvt Ltd (HTM)</b>	<b>Mar 2017-Mar 2020</b>
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*HTM is Pakistan's one of the pioneer & Biggest textile mill spans over 100 machinery units established in early 90s.*

*Job Duties:*

- Managing company assets such as office administration and fleet cars for multiple purposes. Petty cash handling for basic office expenses. Preparing required documentation for any government authority approvals. Maintaining all expense sheet and invoices for every transaction and purchasing.
- Handled standalone two major construction projects end to end communicating with contractors and supervising labour on construction sites on daily basis.
- Arranged travel and accommodation for C-level executives.

- **New Business Streams**: As an incentive to increase revenue of the company, our team was assigned the task to identify new business streams. For this task our team had visit and meet with different stakeholders and tried to bring onboard. In total our team was able to identity three new business streams which helped the company in increasing the revenue by ~ 10%

#### IT & Inventory Officer

#### Greenvalley Premium Hypermarket

Oct 2015-Oct 2016

*Greenvalley is a domestic supermarket of a large scale having five branches across Pakistan, a project operated by Bahria town private limited consist of international level exposure with employees across the globe to maintain international market standards.*

Worked on managing store's inventory, pricing and on-going promotions supporting with the IT side to maintain POS systems and data replication across the organization ERP system – Microsoft AX Dynamics. Developed strategies to increase store sales by planning sales promotions.

#### **Skills - Software**

- WAYZ ERP System
- Microsoft AX Dynamics (Basic)
- Problem Solver
- Communication Skills
- Project Management
- Microsoft Office
- Monday.com , Taskade
- Canva (Basic)
- Lucidchart

#### **Personal Details**

Nationality	Pakistan
Date of Birth	7 April 1996
Marital Status	Single
Visa Status	Visit Visa
Driving License	UAE Light Vehicle in Progress – Road Test Pending
Reference	Mr. Anup Bhatia, HR Manager, Arabian Group of Companies
	0504753686 <a href="mailto:feedback@arabianjobseeker.com">feedback@arabianjobseeker.com</a>