



AMAN ABUBAKER

E-COMMERCE MANAGER MARKETPLACE

Proficiency in ecommerce marketplace sales and marketing with 9 years of experience managing more than 100 brands on Ecommerce websites and marketplaces in the UAE & KSA.

CONTACT

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EDUCATION

Bachelors in Human Resource Development from SDM College of Business Management, Mangalore

CORE COMPETENCIES

P&L Management
Revenue & EBIDTA
Key Account Management
Business Development
Brand Management
Category Management
Content Management
Sales & Marketing

CAREER TIMELINE

Assistant Manager - Marketplace

Jashanmal LLC – (Aug'23 – Present)

Sr. Ecommerce Merchandiser

Rivoli Group LLC – (May'22 – Aug 23)

Account Manager

Truebell Marketing (Sep'20 - Apr'22)

Ecommerce Executive

Getgetby.com (Nov'16 – Aug'20)

ACCOUNTS HANDLING

amazon NAMSHI noon

centrepoin OUNASS 6THSTREET

PROFILE SUMMARY

- Oversee the day-to-day marketplace E-commerce operations, customer service, updates, post listings, promotions, merchandising, maintenance and performance.
- Ensure that daily site maintenance is conducted; correcting product descriptions, product placement, new item posting, out of stock item removal and functionality meets and exceeds company expectations. This is a tactical job of maintenance of sites.
- Ability to deliver brand profit by managing the merchandise planning process, driving brand strategy, ensuring the brand is appropriately represented & portrayed in all operating markets and championing the brand effectively.
- Implemented aggressive sales plans and ensured sales quotas were met and exceeded while surpassing client service expectations.
- Developed business in key categories through proactive initiatives such as workshops, presentations and so on
- Communicated with clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.

PROFESSIONAL EXPERIENCE

Key Areas

- Managed and trained associate for excellence.
- Onboarded and overlooked entire marketplace operations.
- Unloaded new brands and introduced new ecommerce models for business growth.
- Maintained relationships with clients by providing support, information, and guidance; researched and recommended new opportunities.
- Worked on product improvement and new product development by remaining current on industry trends, market activities, and competitors.
- Maintained core focus on expanding marketplace business (Amazon, Namshi, Noon, Ounass, and CenterPoint)
- Created and implemented an assortment and inventory plan that matched the sales plan.
- Verified supply price and margins for any discrepancies; Coordinating stock transfers with brands to meet deadlines.
- Coordinated timely deliveries with the warehouse and marketplace; Ensured that payments are received on time and following up to clear any dues; Conducting site analyses and audits and advising the team to improve product listings.
- Cross checking product listings to ensure they are clear, complete, and up to the standards.
- Presented and promoted activities to boost sales.
- Predicted upcoming purchasing patterns and seasonal events; Maintained the appropriate delivery pattern.
- Identified and qualified leads by cold calling prospective corporate clients in the industry; researched and analyzed various sales options.
- Followed up on incoming leads, determined the best way of establishing contact with the client to understand their needs and present an appropriate corporate solution.
- Prepared reports by collecting, analyzing, and summarizing information; maintained quality service by establishing and enforcing organization standards responsible for scaling up the brand's performance across various markets.

BRANDS HANDLED & HANDLING



RADO



VERSACE



LACOSTE

GUCCI

HUGO BOSS

COACH

NIVEA

wipro

Dettol

durex

Labello

WaterWipes

Sunfeast

FRIDAYS