

SADAM HUSSAIN

Summary

I have extensive experience in Operations currently managing operations in Powr Esports as an operation supervisor and also managing marketplace accounts for leading brands like Alhome and Family Center across platforms such as Amazon, Noon, and others. Responsibilities include optimizing product listings, monitoring sales performance, and implementing promotional strategies. I excel in vendor management, negotiating prices, and fostering long-term partnerships. Additionally, I oversee logistics operations from first mile coordination with suppliers to last mile delivery management. I've also handled freelance marketplace account management, sourcing products, optimizing listings, and running sponsored ads. My achievements include successfully launching and growing the khanaan.pk website and effectively managing social media platforms while implementing robust SEO strategies

Operations Supervisor Powr Esports (October-2024)

Key Responsibilities:

- **Oversaw Daily Office Operations:** Ensured smooth, efficient, and effective functioning of all office activities across diverse departments (HR, Finance, Social Media, E-commerce, PR, Account Management).
- **Supervised Project Execution:** Managed and monitored the implementation of new projects and construction initiatives, ensuring timely completion and adherence to standards under manager guidance.
- **Coordinated Departmental Installations & Upgrades:** Led the supervision and coordination of new equipment, system, or infrastructure installations across all departments.
- **Contributed to Policy Development:** Assisted in designing and implementing operational policies and procedures for HR and Social Media departments to enhance efficiency and compliance.
- **Ensured Operational Efficiency:** Proactively monitored workflows, identified bottlenecks, and supported initiatives to optimize processes and resource utilization company-wide.

Marketplace Account Manager for Alhome (Feb-2024)

Key Responsibilities

Account Management:(Amazon, Noon, Homecenter, Moovstore, Baytonia)

- Optimize product listings to enhance visibility and sales.
- Monitor and analyze sales performance to identify trends and opportunities.
- Implement promotional strategies to drive traffic and increase conversions.
- Ensure compliance with each platform's policies and guidelines.

Vendor Management

- Consulting on New Product Ranges
- Research market trends and customer preferences to identify potential new products.
- Collaborate with vendors to develop and refine product offerings.

Negotiating Prices

- Conduct price analysis to ensure competitive pricing.
- Negotiate terms and prices with vendors to maximize profit margins while maintaining quality.
- Establish long-term partnerships with key vendors for ongoing collaboration.

Logistics Management:

First Mile Logistics

- Coordinate with suppliers and manufacturers to ensure timely production and dispatch of products.
- Manage inventory levels to prevent stockouts or overstock situations.
- Oversee packaging and labeling to meet platform standards.

Last Mile Logistics

- Partner with logistics providers to ensure timely and accurate delivery to customers.
- Resolve any delivery issues, such as delays or lost shipments.
- Track and analyze delivery performance to improve efficiency.

A) Amazon Account Management:

- Introduce new SKUs at competitive prices to expand Alhome's product offerings.
- Enhance product content by including detailed descriptions, specifications, and missing features.
- Optimize pricing strategies to increase chances of winning the Buy Box.
- Use SEO-driven content to improve product search rankings and visibility.
- Manage Alhome's brand registry to protect against unauthorized sellers and counterfeit products.
- Operate Alhome's Amazon Prime account to leverage benefits such as increased visibility, faster delivery, and additional discounts.
- Engage in Amazon's promotional campaigns and special events to boost product visibility and drive sales.
- Handle Amazon PPC ads for various furniture categories.
- Utilize effective keyword strategies, including negative and top-searched keywords.
- Optimize ad placements to maximize ad performance and ROI

B) Noon Account Management

- Collaborate closely with the Noon team to ensure the Alhome collection remains competitive
- Participate in various sales campaigns to keep prices attractive.
- Collaborate with designers to create banners for product listings, enhancing their appeal.
- Continuously monitor sales reports, views, top sellers, and potential SKUs to identify and promote high-performing products.
- Run Noon ads using SEO-optimized keywords from Google Keyword Planner and top marketplace searches.
- Prepare detailed product listing sheets according to Noon's templates.

C) Baytonia, Moovstore, and Homecenter Account Management

- Manage Alhome marketplace accounts by coordinating closely with teams from Baytonia, Moovstore, and Homecenter.
- Prepare and manage best deals for various campaigns to boost sales.
- Coordinate with operations teams and customers to provide the best services and address any issues promptly.

D) Additional Tasks

- Coordinate with sellers to ensure products are ready according to Alhome's delivery SLA across all marketplace accounts and for Alhome's Zrafh shipments.
- Arrange for 3PL providers to pick up shipments from sellers after production, issuing Airway Bills for each shipment.
- Continuously follow up to ensure timely delivery to customers.
- Manage after-sales service, handling returns for damaged or incorrect products through 3PL.
- Ensure prompt replacements to maintain customer satisfaction.
- Coordinate with the truck crew in Riyadh to ensure timely deliveries.

Family Center Marketplace Account Management (Jan 2023- Feb 2024)

Key Responsibilities

- Managed marketplace accounts on Amazon, Noon, First cry and Extra store.
- Handled direct fulfillment, Amazon Retail, and Amazon Prime accounts.
- Coordinated with marketplace POCs to ensure product listings were up-to-date with accurate content and pricing.
- Managed inventory across all channels based on Family Center's stock levels.
- Followed up on return claims to secure payments for damaged returns.
- Ensured all product listings were optimized with accurate content, pricing, and high-quality images.
- Participated in promotional campaigns to boost product visibility and sales.
- Monitored and managed inventory levels to avoid stockouts or overstock situations.
- Coordinated with the logistics team to ensure timely restocking and order fulfillment.
- Handled return claims and secured payments for damaged or incorrect returns.
- Worked closely with customer service teams to address and resolve customer issues promptly.

Managing Marketplace Accounts (Top Saudi Ecommerce players) 2022-2023

I used to manage Seller accounts on Amazon and Noon on freelance basis. This account management includes but not limited to

- **Sourcing of Products** through utilizing a variety of tools, such as Jungle Scout and Helium 10, that enable me to make wise decisions.
- **Items Creation** on Seller Account by using Google Trends and Suggestions to choose the appropriate content and keywords.
- **Stock management** Verifying the goods' availability on the facilities is the next stage once they become live on the sites. Make an appointment on Carrier Central and ensure that the delivery of the things goes well.
- **Sponsor Ads** to increase traffic and conversion by putting a wager on keywords and adding Amazon and noon.
- **Follow up and Relationship** to analyze business and promote sales in conjunction with Amazon and the noon account manager. This activity provides some insights on category trends and consumer behavior in addition to reducing ageing and overstock and improving inventory health. **Tier 1 Campaign** Additionally, interacting with the account manager to participate in all of their initiatives and seasonal activities that led to visibility and conversion.

Khanaan.PK (Store Development) 2019-2023

With the assistance of the data team and visual designer, I planed, developed, and launched the khanaan.pk website on Shopify in two months. We encountered many problems when developing the website and after the soft launch by experimenting with various user-friendliness-enhancing choices. It took an additional thirty days for all of the website's buttons to function properly. Since khanaan.pk is a kids and babies portal that targets the similar user base, I benchmarked Mumzworld.

Yearly Campaign Management of Website

Finalizing the annual marketing calendar and theme is something I'm working on with the marketing team. In order to complete creative work for various events throughout the year on site, social media ads, I am closely collaborating with a graphic designer.

Achievements

With a current range of 10K SKU and an expected closing date of 23 with 15K SKU, the infant and toy website khanaan.pk, which was started in 2020 and completed the year with 62K visitors, improved by 1283% in just 4 years..

Growth	Traffic		Growth
2020 vs 2021	62,926	330,495	425%
2021 vs 2022	330,495	587,791	78%
2022 vs 2023	587,791	870,000	48%
2020 vs 2023	62,926	870,000	1283%

Social Media Management (Google, Facebook, Instagram, Tiktok, Snapchat, Twitter etc)

I used to manage all social media platform with team on Amazon, Noon and my own platform in Pakistan.

- **Google Ads** I mostly monitor the cost per click (CPC), the amount of clicks on each ad, the interaction rate, the conversion rate, data analysis on Google Merchant, and the effectiveness of the current ad after making Google advertisements.
- **Facebook Ads** Facebook advertising policies dictate the size and appearance of banners; therefore, I'm auditing with a graphic designer before creating live ads on the platform. If we don't match their rules, our ads won't run. Hold monthly discussions with Facebook staff to discuss the quality of the advertisements and how we can make improvements to reach the right target consumer segment and maximize visibility and conversion. There are four primary categories of Facebook ads. Retargeting customers is one way to reach customers who truly want the product:

(i) by optimizing customer reach; (ii) by optimizing sales.

SEO (Search Engine Optimization)

- Adding relevant content and keywords based on customer searches is a vital component of search engine optimization (SEO), which helps websites rank highly on Google. We obtain this kind of information mostly from SEMRUSH and Ahrefs, two different SEO tools. Three primary forms of SEO exist.
- **Off page SEO** is impactful to earn google trust on any website. Google trust can be improved by creating backlinks on high ranked website, Guest Posts, Influencer marketing, Podcasts, Public engagement activity stalls of brand.
- **On Page SEO** focuses mostly on the website itself and how it can be used, including developing user-friendly content for the website, improving product URLs, internal linkages, and title tags.
- **Technical SEO** by enhancing the website's data and speed to make the search more user-friendly and quicker. Additionally, it expedites the product page so that customers may view it more quickly. It also enhances Google reviews for websites

Qualification

- **Bachelors in industrial engineering and Management** | University of Engineering and Technology Taxila Pakistan

Languages

- English, Urdu

