

KATTIL SAHIL SHAREEF



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kattil-sahil-shareef

PROFILE SUMMARY

Results-driven E-commerce Professional with 3 years of experience managing online sales channels, executing digital campaigns, and driving revenue growth. Expertise in platform partnerships (marketplaces, retail), product onboarding, and data-driven sales optimization. Adept at coordinating cross-functional teams to deliver seamless customer experiences and achieve business targets.

WORK EXPERIENCE

Al Hala Trading Establishment

09.2022 - present

Digital Trading Assistant | E-Commerce Executive

Brands : **Aura Living & Leem** – Saudi-based lifestyle and fashion brand with regional and global presence.

- Executed bi-weekly homepage updates across App and Website, ensuring timely refresh of visuals, messaging, and product highlights. (4x Leem regions: KSA, UAE, INT, UK | 2x Aura regions: KSA, UAE).
- Maintained accurate product categorization and merchandising, aligned with brand strategy and business goals.
- Supported the planning and execution of seasonal launches and promotions, working closely with merchandising and product teams.
- Monitored product performance and provided regular insights and recommendations to improve sales and conversion rates.

Third Party Channels

Namshi – A leading Middle Eastern online retailer for fashion and lifestyle.

- Collaborated and self-imported product styles into Namshi's e-commerce platform.
- Managed transition from consignment to marketplace model, ensuring smooth integration.
- Conducted online merchandising (VM) checks to verify product visibility and availability.

Zalando - A major European fashion e-commerce platform.

- Led complete product onboarding for over 4+ seasons, ensuring product alignment with Zalando's Zdirect portal requirements.
- Performed visual merchandising checks and coordinated with logistics for timely order fulfillment.
- Gained expertise in importing product data into Zalando's platform.

Selfridges - A luxury British department store with an online presence.

- Coordinated with Selfridges team to ensure timely product data and imagery sharing in the correct formats.
- Managed seasonal product launches and campaign execution, driving successful digital merchandising.

Next UK - Leading British online retailer for fashion, footwear, and homeware.

- Managed end-to-end product onboarding for Next UK's online store
- Collaborated with Next UK's digital team to align product imagery and descriptions with their platform requirements.
- Assisted in optimizing product categorization and seasonal campaigns, driving customer engagement.

EDUCATION

Bachelor of Business Administration, specializing in Marketing | Srinivas University

2018 - 2022

TECHNICAL SKILLS

- E-commerce Platforms: VTEX, Zid, Namshi Seller Portal, Zdirect (Zalando).
- Product & Content Management: Akeneo (PIM), Storyblok (CMS).
- Data & Automation: Python (scripting), Microsoft Excel (advanced), SQL, BigQuery