

Muhammad Hasnain

E-Commerce Manager

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Highly experienced and innovative eCommerce B2B and B2C expert with a superior record of Internet revenue generation and customer service. Adept at applying the most current creative visual techniques to optimize product visibility and attention. Able to work well independently and as part of an Internet business team.

USA/CA: Amazon-CA/US/Europe | Wayfair-CA/US | Walmart-CA/US | eBay | Etsy | Shopify | Home Depot | HBC | Radial | The Bay | Best Buy | Loblaw | Kaufland | OTTO | CDiscount

Work Experience:

Order Desk EDI and Manual (Home Textile & Home Goods) – 2021 to Present (Remote)

- Carefully listen to and understand caller's issues
- Utilize available resources to identify appropriate solutions for callers
- Create Manual Order in ERP System (DearSystem, Zoho, Billbee, 3PL System and Other 3rd Part Logistics System)
- Add Manual Confirm Tracking ID
- Using ShipStation and Other Shipping System

E-Commerce Manager (Home Textile & Home Goods) – 2021 to Present (Remote)

- Managed the day-to-day operations of the online store, ensuring seamless customer experiences and optimizing product listings, pricing, and promotions.
- Successfully navigated and optimized ecommerce operations on Walmart and Shopify, managing product uploads, flat file utilization, and executing impactful marketing campaigns
- Seamless product listing uploads, including image and video management, demonstrating proficiency in creating compelling content for enhanced customer engagement
- Create new listings; write SEO-optimized product descriptions which sell the product.
- Brand Development and Positioning
- Different Online Store Management (A to Z)
 - ✓ **USA/CA: Amazon-CA/US | Wayfair-CA/US | Walmart-CA/US | eBay | Etsy | Shopify | Home Depot | HBC | Radial | The Bay | Best Buy | Loblaw**
 - ✓ **Europe: Amazon | Kaufland | OTTO | CDiscount**
- Content Creation and Management
- Data Analytics and Performance Tracking
- Cross-functional Collaboration
- Create A+ Content
- Website/System Catalog Audits
- Coordinate creation of product images
- Keep current listings optimized and ranked

E-Commerce Marketplace Specialist (IT – All Apple/Dell/HP/Customs PC Full and Accessories) – 2018 to 2021 (Remote)

- Update/Create Product listings, pricing for our current and online retail platforms. (Amazon, eBay, Magento, Walmart etc.)
- Maintain Daily inventory of products.
- Checking orders and keeping an eye on dispatched products
- Creating spreadsheets for a product import or submission on Amazon.
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Ensure all-around consistency (style, fonts, images, and style sheets)
- Update website content as needed.
- Product search
- Update inventory and pricing daily
- Maintain product listings and add new products by utilizing product research.
- Listing the products on online e-commerce website
- Creating, uploading product listing and new inventory, ensuring all pictures & content are in place.
- Initiating full process, by classifying and managing product inventory
- Pricing the products at various marketplace channels and keep a check on different channel policies.
- Optimizing product listings to generate traffic.
- Listings on different marketplaces
- Create Custom SKU/EAN according to marketplaces.
- Create single and variation listings.
- Create Multiple Grade listings.

E-Commerce Marketplace Specialist (IT – Parts and Accessories Only)

- Update/Create Product listings, pricing for our current and online retail platforms.
- (Amazon, eBay, website)
- Maintain Daily inventory of products.
- Checking orders and keeping an eye on dispatched products
- Creating spreadsheets for a product import or submission on Amazon.
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Ensure all-around consistency (style, fonts, images, and style sheets)
- Update website content as needed.
- Product search
- Update inventory and pricing daily
- Maintain product listings and add new products by utilizing product research.
- Listing the products on online e-commerce website
- Creating, uploading product listing and new inventory, ensuring all pictures & content are in place.

Education:

Sir Syed University of Engineering & Technology (SSUET)

- BS - Software Engineering, Computer Software Engineering
- Nov 2019 - Nov 2022

Hassani College of Technology - HCoT

- Diploma in Associate Engineering, Electrical and Electronics Engineering
- Aug 2016 - Oct 2018
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Government Delhi College

- Intermediate, Pre-Engineering

Metropolitan Academy

- Matriculation, Computer Science

Licenses & Certifications

Aptech Certified Computer Professional Program 'ACCP Pro / Software Engineering'

- Aptech Computer Education
- Issued Oct 2019
- Credential ID Student832704

Advanced Diploma in Media Studies 'ADMS'

- Arena Multimedia Gulshan
- Issued Nov 2018
- Credential ID AMSP0019

Projects:

Computer Architecture (Numbering)Computer Architecture (Numbering)

- Jan 2021 - Jun 2021

Software Development Lifecycle (SDLC-2)

- Jan 2021 - Jun 2021

Desktop Application (JAVA EE/SE/ME) Desktop Application (JAVA EE/SE/ME)

- Jul 2020 - Dec 2020

Software Development Lifecycle (SDLC)

- Jul 2020 - Dec 2020

Desktop Application (Python)Desktop Application (Python)

- Nov 2019 - Apr 2020

IoT (Presentation)IoT (Presentation)

- Nov 2019 - Apr 2020

Auto Power Switching Mains, Solar Inverter or Generator (Electrical Engineering 3rd Year)

- May 2018 - Sep 2018
- Associated with Hassani College of Technology - HCoT

5V DC To 48V DC Converter for Phantom Power Supplies (Electrical Engineering 2nd Year)

- May 2017 - Sep 2017
- Associated with Hassani College of Technology - HCoT

GSM Based Substation Monitoring and Control System (Electrical Engineering 1st Year)

- May 2016 - Oct 2016
- Associated with Hassani College of Technology - HCoT