

## CONTACT


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## SKILLS

### E-commerce & Marketplaces

- E-commerce Optimization
- Multi-channel Retailing
- Amazon Ads
- Product Management
- Email Marketing
- Customer Relationship Management

### Digital Marketing

- Social Media Marketing
- Lead Generation – PPC
- Search Engine Marketing (SEM)
- A/B Testing
- Budget Management

### SEO & Web

- Search Engine Optimization (SEO)
- Google Search Console
- Website Optimization
- Meta Tags & Page Titles
- Shopify, WordPress, CMS
- cPanel, hPanel

### Creative

- Video Editing

# RASHAD K

**E-commerce Key Account Manager & Digital Marketing Expert**

## PROFILE

Passionate digital marketer and e-commerce enthusiast with over 5 years of experience, skilled in devising strategies to excel in the evolving online business landscape. Proven track record in enhancing digital presence and driving success in e-commerce ventures.

## WORK HISTORY

### E-commerce Key Account Manager & Digital Marketing Expert

**Cyber Sign Media, Dubai, UAE** | Nov 2024 – Present

- Set up and managed end-to-end **e-commerce stores** on platforms like **Amazon.ae** and **Noon** for multiple clients, including product listing, SEO optimization and backend configuration.
- Helped clients **identify profitable products to sell online** through market research, trend analysis and competitor benchmarking.
- Designed and developed **custom e-commerce websites** using **Shopify**, **WordPress (WooCommerce)** and **Magento**, tailored to client branding and business needs.
- Created and executed **digital marketing strategies** including **Meta (Facebook/Instagram) Ads**, **Google Ads** and retargeting campaigns, resulting in increased web traffic and lead generation.
- Analyzed consumer behavior data to optimize e-commerce initiatives and improve user experience on digital channels.
- Led cross-functional teams in launching integrated marketing campaigns, increasing brand engagement and customer acquisition.
- Managed budget allocations for digital marketing efforts, ensuring effective resource utilization for maximum ROI.
- Utilized analytics tools to track campaign performance and generate actionable insights for continuous improvement in marketing tactics.
- Conducted thorough competitor analysis to identify market trends, gaps and opportunities for differentiation.
- Boosted e-commerce sales by developing and implementing innovative digital marketing strategies.
- Researched market trends to identify customer needs and preferences for strategic planning.

### E-commerce Key Account Manager & Digital Marketing Executive

**Clikon & LNR, Dubai, UAE** | Jan 2022 – Oct 2024

- Successfully launched new products (NPD) using Sponsored Ads, Display Ads and Amazon Marketing Services (AMS), resulting in a **30%** increase in initial sales momentum and introducing innovative offerings to consumers.
- Developed and optimized high-quality Brand Stores for multiple brands, increasing organic sales by **40% to 80%.** By enhancing each store's layout, content and user experience, drove higher organic traffic and improved conversion rates.
- Significantly enhanced product listings, achieving a top-tier Listing Quality Score (LQS) of **up to 10** for key SKUs through meticulous optimization of product titles, descriptions, images and backend keywords for maximum visibility and relevance in search results.

# RASHAD K

**E-commerce Key Account Manager & Digital Marketing Expert**

## EDUCATION

**Master's: Communication**
University of Hyderabad, Hyderabad, India
**2015**

**BA: Mass Communication**
University of Calicut, Kerala, India
**2010**

## CERTIFICATIONS

- **Amazon** – Fundamentals of Sponsored Ads
- **Google** – Digital Unlocked
- **HubSpot** – Social Media Marketing
- **Google** – Analytics Certification
- **Udemy** – ChatGPT 101

## KEY RESULTS

**200%**
revenue increase as Key Account Manager at Clikon

**40–80%**
organic sales lift from optimized Brand Stores

**50%**
higher product visibility; Hero SKUs earned "Amazon's Choice"

**40%**
online sales growth in year one on clikon.online (Qatar)

**30%**
increase in initial sales momentum for new product launches

**15%**
lower storage expenses with IPI score above 90%

- Managed inventory through advanced sales and inventory forecasting, reducing storage expenses by **15%** and maintaining a consistently high Inventory Performance Index (IPI) score of over **90%**, ensuring optimal product availability and preventing stock shortages.
- Led the development and launch of a tailored Shopify e-commerce platform, **clikon.online**, for the Qatar market. Designed and integrated a user-friendly interface and diverse product range, achieving a **40%** increase in online sales within the first year and ensuring compliance with local regulations for secure payment processing.
- Made Hero SKUs top sellers on Amazon UAE and earned the "Amazon's Choice" label. Following Amazon guidelines, these efforts increased product visibility by **50%**, boosted sales by **25%**, and maintained high customer satisfaction in the competitive Amazon marketplace.
- As Key Account Manager at Clikon, achieved a **200%** revenue increase through strategic competitive pricing, effective Amazon Ads and optimized content.
- Guided the design team to create A+ and RPD content for listed products, resulting in a **40%** increase in click-through rates and a **30%** improvement in conversion rates. Updated content regularly, leading to a **50%** decrease in bounce rates and a **20%** enhancement in search visibility.

### Digital Marketing Specialist

**Best Group, Dubai, UAE** | Sep 2021 – Jan 2022

*Company overview: Financial Center*

- Managed social media accounts, creating daily graphics for postings and increasing following and clicks by **200%**. Led successful lead generation through social media campaigns and guest posting to improve website rankings.
- Led lead generation campaigns through social media and guest posting, resulting in a **25%** increase in website rankings and a **15%** rise in organic search traffic, contributing to improved online visibility and customer acquisition.
- Successfully managed property listings on Dubizzle, Bayut and the company website, resulting in a **150%** increase in inquiries.
- Enhanced listing visibility and engagement, leading to a **200%** increase in site traffic and a **75%** rise in conversion rates.
- Achieved top rankings for listings on Dubizzle and Bayut, consistently maintaining an average view rate of **10,000+** per month.

### Digital Marketer & Webmaster

**GlobalBankingAndFinance.com, Bangalore (Remote)** | Aug 2020 – Jul 2021

*Company overview: Bangalore*

- Created compelling, SEO-friendly articles, boosting organic traffic and reader engagement.
- Published content across **20 online magazine sites**, expanding brand reach and audience engagement.
- Optimized website performance and user experience, resulting in a **30%** increase in user engagement and seamless content updates.
- Managed and executed guest posting strategies, resulting in improved website rankings and increased domain authority.
- Developed and implemented social media marketing campaigns, achieving significant follower growth and increased engagement.