



Zaryab Faisal Butt

DRIVING GROWTH ON AMAZON, TRENDYOL & NOON | MARKETPLACE & RETAIL | ADVERTISING & SALES | E-COMMERCE ACCOUNT MANAGER | EXPERIENCED ACROSS MULTIPLE CATEGORIES

Profile Summary

Visa type : Iqama / Transferable

Immediate joining

- Accomplished professional with a versatile background in Online / E-Commerce Team Lead & Sales Growth Specialist across various platforms ,
- Amazon Advertising & Sales Strategist Brand Management & Key Account management.
- Successfully orchestrated the establishment of an Amazon account, navigating it to top-seller status in Saudi Arabia over an 8-year journey.
- Proven expertise in key account management, brand strategy, and e-commerce sales, emphasizing customer-centric approaches.
- Collaborated with major retailers/hypermarkets Like Tamimi, Lulu, Nesto, Carrefour, Al-Sadhan, Spar Etc and Ecommerce platforms like Souq, Amazon, Fordeal, Moovstore, Almall Etc.
- Demonstrated proficiency in market research, data analysis, and strategic initiatives to optimize online platforms and drive sales growth.
- Effective leader in fostering creative and collaborative team environments.
- Seeking a challenging role as an E-commerce Growth Specialist / Team Leader / Brand Manager.

Employment History

Ecommerce Department Head, Sama Homeware Company Ltd, Riyadh

NOVEMBER 2018 – PRESENT

- Launched and scaled a successful Amazon presence in the Saudi Arabian market, achieving top seller status, participating in the Seller Flex and Strategic Seller programs, and expanding into Direct Fulfillment and Retail sales.
- Pioneered expansion into new marketplaces as one of the first sellers from the Saudi marketplace on Trendyol.com.
- Optimized account health and customer satisfaction:** Maintained a high seller rating and ensured compliance with Amazon guidelines by proactively monitoring and managing account health within Seller Center.
- Data-driven sales growth:** Leveraged sales performance analysis and market data to identify trends and implement strategic adjustments, resulting in a **350% increase in sales**.
- Continuous learning and adaptation:** Remained at the forefront of Amazon policy updates, marketplace trends, and e-commerce best practices, consistently adapting strategies to maximize success.
- Collaborative e-commerce partnerships:** Built and maintained strong relationships with leading e-commerce platforms like Souq, Fordeal, Moovstore, and Almall, fostering brand promotion and participation in successful joint initiatives.

Details

Abdul Aziz Al Tabari Street
Riyadh, 12655
Saudi Arabia
0590900569
Zaybi1995@Gmail.com

NATIONALITY

Pakistani

DRIVING LICENSE

Yes

DATE / PLACE OF BIRTH

31/12/1995
Pakistan

Links

My LinkedIn

Skills

Amazon Seller central

Amazon Vendor central

Amazon Direct Fulfillment

Amazon Onsite

Amazon Ads

Fast Learner

Creativity / Problem Solving

Brand Management

Key Account Management

E-commerce Growth/Sales
Management

Ability + Team Work

Customer Service

Leadership and Teamwork

Zoho Mail

Communication

E-Commerce Supervisor, Vivo, Riyadh

APRIL 2024 – JULY 2024

Increased Sales

- **Quantifiable Achievement:** Achieved a **63% increase in sales** through effective listing management and targeted advertising campaigns.

Listing and Product Management

- **Streamlined Operations:** Improved data accuracy and product launch efficiency by implementing a system for uploading and maintaining listing information for both existing and upcoming products.
- **Enhanced Profitability:** Ensured competitive pricing by regularly monitoring and updating MSRP values on Noon and Amazon.

Sales and Reporting

- **Data-Driven Insights:** Provided valuable insights into daily, weekly, and monthly sales performance through comprehensive reports submitted to the Head of E-commerce, enabling strategic decision-making.

Advertisement and Marketing

- **Campaign Management:** Managed and tracked the performance of both free and paid advertising campaigns on Noon and Amazon, optimizing strategies for cost-effectiveness and sales growth.
- **Brand Store Management:** Amazon Brand Store, enhancing brand visibility, optimizing store layout, and managing product content to drive engagement.

Operational Coordination, Communication, and Market Feedback

- **Logistics Coordination:** Effectively scheduled and coordinated logistics for product deliveries on Amazon and Noon, ensuring timely arrivals and inventory management.
- **Problem-Solving:** Resolved listing discrepancies and ensured smooth product launches through proactive follow-up.
- **Customer-Centric Approach:** Analyzed customer feedback to identify areas for product improvement, contributing to future product enhancements.

Brand Manager for Trust & Trust Pro, Sama Homeware Company Ltd, Riyadh

SEPTEMBER 2017 – NOVEMBER 2018

As a Brand Manager for Trust/Trust Pro, I successfully orchestrated various operations to elevate the brand's presence and ensure its success in the market:

1. **Strategic Advertising:** Devised and executed effective advertising campaigns to enhance product visibility and brand recognition.
2. **Promotional Initiatives:** Developed and implemented promotional strategies for both products and brand items, driving sales and customer engagement.
3. **Hypermarket Collaboration:** Established and maintained collaborative relationships with local hypermarkets, Like Tamimi, Lulu, Nesto, Carrefour, Al-Sadhan, Spar Etc fostering partnerships that facilitated product placement and promotions.
4. **E-commerce Collaboration:** Successfully collaborated with major online platforms, such as Souq, Amazon, Fordeal, Moovstore, Almall Etc to expand the brand's reach and drive online sales.
5. **Product and Brand Positioning:** Worked on positioning products and brand items in the market to maximize their impact and resonate with target audiences.

Computer Skills

Microsoft Excel

Microsoft Office Word

Microsoft PowerPoint

Languages

English

Arabic

Urdu

Hindi

Hobbies

Technology, Science fiction, Automobile, Airplanes, Real estate,

Key Account Manager, Al Esayi Homeware Company, Riyadh

APRIL 2016 – AUGUST 2017

Promoted to Key Account Manager, specializing in fostering relationships with major stores Like Tamimi , Lulu , Nesto , Carrefour, Sadhan, Spar Etc. In this role, I oversaw various processes to ensure seamless collaboration and maintain the brand's reputation:

1. **Relationship Management:** Nurtured strong connections with key hypermarket partners, fostering trust and collaboration.
2. **Order Management:** Facilitated smooth order-taking processes, ensuring accuracy and efficiency in fulfilling hypermarkets' product needs.
3. **Delivery Coordination:** Oversaw the delivery process, guaranteeing timely and reliable shipment of products to hypermarkets.
4. **PO Processing:** Managed purchase order processing, streamlining communication and transactions with hypermarkets.
5. **Scheduled Delivery:** Organized and scheduled deliveries to align with hypermarkets' operational requirements.
6. **Custom Item Creation:** Addressed on-demand requests by creating customized product solutions tailored to hypermarkets' specific needs.
7. **Returns Processing:** Efficiently managed returns, ensuring a seamless process that upheld the brand's commitment to customer satisfaction.
8. **Brand Reputation Maintenance:** Monitored and upheld the brand's image by ensuring that products met quality standards and were presented in a manner aligned with the brand's identity.
9. **Quality Control:** Implemented rigorous quality control measures to guarantee that products met the high standards expected by hypermarket partners.
10. **Collaborative Problem-Solving:** Actively engaged in collaborative problem-solving, addressing any challenges that arose during the processes, ensuring a positive and productive partnership with hypermarkets.

Visual Merchandiser, Al Esayi Homeware Company Ltd, Riyadh

MARCH 2015 – APRIL 2016

- Created eye-catching product displays in stores like Panda, Carrefour, Tamimi, and other Local Hyper Markets.
- Made sure products were presented in a way that caught customer's attention and boosted sales.
- Worked with different stores, adapting my displays to match each store's style.
- Understood what customers like and used that knowledge to help stores succeed.
- Led a team to bring creative and collaborative ideas to life in the world of visual merchandising

Education

ICS - Computer Science, Punjab Group Of Colleges, Sialkot

2012 – 2014

Matriculation in Computer Science , Pakistan international School Riyadh, Riyadh

2010 – 2012

Courses

Microsoft Office

2015

Auto Cad

2015

References

References available upon request