

USMAN YOUNAS MALIK

E-COMMERCE MANAGER

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E-commerce Manager with 7+ years of experience in managing online stores, optimizing product listings, and driving sales through effective SEO and digital marketing strategies. Proven track record in increasing visibility, enhancing user experience, and boosting conversions.

AREA OF EXPERTISE

- E-commerce platform management
- E-commerce store development
- Customer relationship management
- Shopify web development
- Social media management
- Market research & competitor analysis
- WordPress Development
- Order fulfillment & Logistics

KEY ACHIEVEMENTS

- Successfully completed **200+ eCommerce projects** across various niches.
- Helped multiple brands scale to 6-figure revenues through optimized strategies.
- Worked with reputable companies in the US & UK, delivering high-quality solutions.

PROFESSIONAL EXPERIENCE

eCommerce Store Manager | Self-Employed | Aug 2023 - Present

- Designed and managed high-converting Shopify stores, optimizing UI/UX and growth strategies.
- Provided expert consultation on eCommerce scaling and digital marketing.

eCommerce Specialist | Test Assured (watertestingkits.com) | Apr 2017 - Jan 2023

- Managed and optimized eCommerce operations, including listings, pricing, and inventory.
- Developed and executed strategies to boost sales and brand visibility.

eCommerce Expert | Lux Decor Collection (luxdecorcollection.com) | Jan 2018 - Jul 2021

- Specialized in marketplace management & digital strategy.
- Developed sales growth plans, increasing revenue and brand presence.
- Implemented SEO and conversion-optimized product listings.

Listing Expert & Store Manager | Baby Be Min (babybeminmaternity.com) | Sep 2020 - Oct 2021

- Managed store operations, product listings, and inventory.
- Implemented strategies to enhance store performance & profitability.

EDUCATION

Bachelor in Computer Science - Software Engineering

Aug 2010 - Oct 2014

Federal Urdu University of Arts Science and Technology Islamabad

- Major in Software and web development.
- Final Project in "Web Development".

SEO Blogging and Affiliate Marketing

Sep 2022 - Mar 2023

iSkills Pakistan

- Certified in SEO and Affiliate Marketing, with hands-on experience optimizing eCommerce platforms and driving eCommerce sales.

ADDITIONAL INFORMATION

- Languages:** English, Urdu.
- Certifications:** Microsoft Dot Net. Framework | E Venture Solutions.
- Awards/Activities:** Consistently recognized for delivering top-rated eCommerce, SEO, and digital marketing services, completing 200+ successful projects.