

MUHAMMED SHAMNAS

Having 7 + years of experience working in Digital Marketing and Ecommerce management

ABOUT ME

Experienced E-commerce Manager with hands-on experience managing online marketplaces (Amazon, Noon, etc.) and platforms such as Salla and Shopify. Proven expertise in digital marketing, social media management, and online sales. Adept at driving growth through campaign execution, store optimization, product management, and team leadership.

CONTACT INFORMATION



Khalid Bin Waleed St, Ash
Sharafiyah Dist, Jeddah



+966560635146



me.shamnu@gmail.com



LinkedIn: Shamnasofficial



Nationality : Indian
IQAMA Status : Transferable IQAMA

SKILLS

- SMM | SEO
- Ecommerce Management
- Social media strategy
- Creative SM content planning
- Paid social advertising
- Project management
- Photography
- Market research
- Collaboration & Influencer Marketing
- Event Management

EDUCATION BACKGROUND

Kannur University
BBA - BACHELOR OF BUSINESS ADMINISTRATION 2013-16
WMO IGAS COLLEGE , WYND

Graduated with a 3 year full time degree in Bachelor Of Business Administration from Kannur University

12TH - PLUS TWO
HIGHER SECONDARY - COMPUTER COMMERCE
BOARD OF HIGHER SECONDARY EXAMINATION 2010-13 -
65 PERCENTAGE

10th - SSLC
CRESCENT PUBLIC HIGH SCHOOL
WITH 70 PERCENTAGE

TECHNICAL SKILLS

- MS Office , Excel
- Canva , Procreate . AI Tools

LANGUAGES

- English [Read , Write , Speak]
- Malayalam [Read , Write , Speak]
- Arabic [Read & Write]
- Hindi [Read , Write , Speak]

E-COMMERCE PLATFORMS



CERTIFICATION

- Google Certificate in fundamentals of Digital Marketing
- Certification in SAP

WORK EXPERIENCE

Ahlam Arab Technologies , Jeddah KSA - E-Commerce Manager

2024 JAN - PRESENT www.souqlana.com

- Managed the company's e-commerce portal end-to-end, including daily operations, product uploads, content optimization, user experience, order processing, and performance tracking.
- Successfully launched and scaled online sales channels on Amazon and Noon from scratch, driving consistent revenue growth.
- Handled full ownership of all e-commerce platforms, including inventory planning, product listings, pricing, and promotions.
- Coordinated with warehouse and logistics teams to ensure timely order fulfillment and accurate stock levels.
- Monitored performance metrics (traffic, conversion, ROI) and implemented data-driven strategies to optimize sales.
- Managed the fulfillment team and ensured accurate, timely stock updates while coordinating with logistics partners to ensure smooth and on-time order deliveries.
- Developed and managed campaigns for product launches, flash sales, and seasonal promotions across digital channels.
- Researched market trends and competitor activity to refine product offerings and identify growth opportunities.
- Created SEO-optimized product content and descriptions to improve search rankings and organic traffic.
- Developed blog content and landing pages focused on targeted keywords to support SEO and content marketing strategy.
- Used tools like Google Analytics, Google Search Console, and Ubersuggest to monitor traffic, performance, and user behavior.

Dida Group , Jeddah Saudi Arabia - Online Marketing & E-Commerce Manager

2022 JAN - 2024 DEC

- Managed E-commerce sales (Shopify , Sallah , Namshi) Listing products , shipping coordination, customer support , Customer Reviews , Product return or exchange etc..)
- Copy writing for SM and ecommerce listing.
- Works with graphic designers & content team for day to day creatives
- Successfully spearhead campaigns on social media platforms including Google , Fb , Twitter, and Instagram LinkedIn etc..
- Active role in managing marketing department editorial calendar and dictate digital content for publishing.
- Managed photoshoots / videography and editing section.
- Managed SM pages of the company
- Collaboration with Influencers and liaison with Ad's & PR agencies
- Designed and executed social media strategies and campaigns, including content, promotions, Engagement, conversions, and analytics.
- Managed E-Mail marketing campaign & Offline outdoor promotion events activities
- Ensured compliance with platform guidelines, handled customer service issues, and maintained high seller ratings

Online Marketing & Ecommerce Manager

DRUM EVENTS INDIA PVT LTD, BANGALORE
2018 MAY - OCT 2021

- Managed E-Marketing campaigns resulting in a 110% increase of sales year over year
- Created SM digital content for daily posting
- Experience in Working with Major E-commerce sites Like , Amazon , Flipkart & Nowfloats
- Ensure all plans are delivered on-time
- Managed product photoshoots (for e-commerce listing and sm marketing)
- Work closely with the marketing team to develop communications plan (advertising, PR, Social & Retail) and execute creative concepts in line with events plans
- Assist with the event & production budget for digital contents creation
- Monitor online presence of company's brand and engage with users, strengthening customer relationships , Developed brand awareness and composed online content and Creative contents for online channels
- Collaborated with International Human Resource Management Company, authorized partners in industry research, and marketing campaigns
- Managed Nowfloats SEO Boosting site .

Digital Marketing Executive

PIXAMAZE CREATIVE STUDIO (AD-AGENCY) IN
2016 JAN - 2018 MAY: SOCIAL MEDIA & DIGITAL CONTENT MANAGER

- Managed 15+ social media accounts, handling daily content creation, posting, and performance tracking.
- Developed and executed social media campaigns focused on engagement, conversions, and brand visibility.
- Led influencer collaborations, blogger outreach, and paid media strategies.
- Created and presented digital marketing plans and reports to clients.
- Researched new tools and trends to optimize and diversify social media efforts.
- Worked closely with design and media teams to deliver high-quality visual content.
- Led cross-functional teams for creatives, e-commerce, and performance marketing to ensure cohesive campaign execution.
- Acted as the primary liaison with clients for regular updates, approvals, and strategic alignment.
- Oversaw project timelines and deliverables, ensuring all marketing initiatives met client expectations and KPIs.

MAJOR FREELANCE PROJECTS

Address - Fashion Catagory - (130K followers on facebook) Social Media platforms , Online ad's & social media marketing campaigns.

Motion Frames Media - Admin Youtube Channel With 2.54 Lakh subscribers

Rozgreen - Oragnic Medicare Health Products - Ecommerce Management

Bloomyard - Online Sales Management (Amazon)

Vivo Karnataka - Electronics Catagory - Creative Media Production

Declaration :

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of above mentioned particulars.

Muhammed Shamnas