

Usama Latif

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Professional Summary

E-commerce specialist with 3 plus years running Amazon UAE/UK/US and Shopify storefronts, with focus on digital sales growth, conversion optimization, and cross-platform campaigns. Skilled in product listings, SEO-driven content, PPC/paid ads, email and social campaigns, and customer journey improvements. Experienced in order fulfillment, returns workflows, inventory control, and payment handling. Proficient with Excel (pivot tables, VLOOKUP), Shopify analytics, Helium10, Keepa, and developing reports that track KPIs and funnel performance. Adept at collaborating with marketing, product, and customer service to deliver measurable sales and engagement results. Seeking to leverage strong operations plus digital background into a specialist role with global scope.

Professional Experience

E-commerce Specialist – Amazon & Shopify

Ajman, UAE | Feb 2022 – Dec 2024

- Managed over 1000 SKUs across Amazon UAE/UK/US and Shopify, including uploads, keyword-rich optimization, and SEO-driven content
- Executed PPC, Meta ads, and TikTok organic campaigns to drive traffic and increase conversions
- Oversaw FBM operations including order flow, returns, Safe-T claims, and customer support to maintain account health
- Monitored performance analytics using Excel pivot tables, VLOOKUP, and Shopify analytics, with working knowledge of GA tracking
- Conducted pricing analysis, promotional updates, and A/B testing of listings to optimize CTR and conversions
- Coordinated daily with marketing and customer service teams to align campaigns with product goals and user experience improvements.

E-commerce Operations Specialist

Ajman, UAE | Feb 2022 – Dec 2024

- Managed a catalog of 1000 plus SKUs end to end product uploads, attribute mapping, categorization and pricing
- Monitored sales and content performance daily and published fixes to titles, images, specs and availability
- Owned FBM fulfillment, returns workflows and customer communication to maintain service levels
- Produced marketplace and website trade reports in Excel and shared actions for range, price and stock
- Supported PPC and promotion set up and aligned landing content to campaign goals

- Tools included Keepa, SellerAmp, SourceMogul and Shopify analytics with working knowledge of GA fundamentals.

Senior Admin and Team Lead

Alismart Ltd – Islamabad, Pakistan | Dec 2019 – Jan 2022

- Coordinated logistics, fulfillment and warehouse handoffs and standardized stock and returns processes
- Introduced schedule and task tracking in Sheets and Trello and am comfortable adopting ClickUp, Asana or Notion
- Built team dashboards for daily throughput and error rates which improved on time delivery and accuracy

Education

BS English (Ongoing) – Virtual University, PWD Islamabad (2025 Expected)

Associate Degree in Arts – University of Gujrat (2022–2023)

BS English (Incomplete) – Allama Iqbal Open University (2019–2022)

Skills

E-commerce Platforms & Marketplaces

- Amazon Seller Central (UAE/UK/US) – listings, pricing, FBM, returns
- Shopify storefront management – product uploads, UX, promotions

Digital Marketing & Growth

- PPC campaigns (Amazon, Meta Ads), SEO keyword optimization
- Email marketing, TikTok/Instagram organic growth strategies
- Familiar with SEM and A/B testing for CRO

Analytics & Reporting

- Excel advanced (Pivot Tables, VLOOKUP) and Shopify Analytics
- Knowledge of GA4 basics, funnel and KPI tracking
- Tools: Helium10, Keepa, SellerAmp, SourceMogul

Operations & Coordination

- Inventory management, returns workflows, payment reconciliation
- Cross-team collaboration with marketing, product, logistics, and support
- Basic HTML/CSS familiarity (content adjustments, site hygiene)

Certifications

- E-Commerce Analytics Certification
- Advanced Content Marketing Certification
- Practical Experience in Product Sourcing (OA/RA) for Amazon UAE, UK & US
- Hands-On Experience in Shopify Order Management

Projects & Achievements

- Expanded Amazon UK listings from zero to over 1000+ products, managing pricing, returns, and customer support.
- Maintained return rate under 3% across UAE operations with 98% customer satisfaction.
- Launched SEO campaign that improved organic traffic by 70% and conversions by 40% in one year.
- Drove seventy percent organic traffic lift and forty percent conversion improvement year on year through content standards, promotions and UX hygiene on Shopify and Amazon

Languages

English (Fluent) | Urdu (Native) | Arabic (Proficient)