
PROFILE SUMMARY

Detail oriented-E-commerce Website Administrator with over 10 years of experience in designing developing managing and optimizing online stores across platforms like WordPress, Shopify and Opencart. Skilled in product management, digital marketing, SEO, and order management. Proven ability to enhance user experience, improve website performance, and boost conversion rates through data-driven insights and continuous optimization. Adept at handling ERP, SAP systems, inventory management, and resolving customer service issues. Strong technical knowledge of Photoshop, Illustrator, HTML/CSS/JS, Server, Cpanel, MySQL Database, analytics tools, and project management, ensuring seamless website operations and user satisfaction.

EXPERIENCE

E-COMMERCE SPECIALIST

Lili Blanc Fashion Design // Dubai Design District, UAE // 2023-Present

Liliblanc is a luxury ready-to-wear fashion brand specializing in women's apparel. As an E-commerce Specialist, responsible for managing the brand's online presence and ensuring smooth website operations.

- **Shopify Website Management:** Overseeing daily updates, troubleshooting technical issues, and ensuring a smooth and engaging user experience across the e-commerce platform.
- **Google Ads & Social Media Campaign Management:** Managing and optimizing Google Ads and Meta Ads campaigns to drive traffic and maximize conversions, with ongoing performance analysis and strategy adjustments for optimal ROI.
- **SEO & Content Updates:** Regularly updating website content to enhance search engine rankings and improve user engagement.
- **Analytics & Reporting:** Preparing detailed performance reports using tools like Google Analytics and other website tracking metrics.
- **Internal IT Support:** Providing internal IT support, including managing Microsoft 365 Exchange accounts and maintaining backend infrastructure.
- **Payment Gateway & System Integration:** Managing payment gateway system (Stripe), ensuring smooth transaction and Analyzing reports.
- **AiSensy WhatsApp Campaigns:** Developing and executing targeted WhatsApp marketing campaigns and chats to engage customers, promote

new arrivals, and boost sales.

- **Inventory & Product Updates:** Ensuring accurate product listings, timely inventory updates, and efficient product launches.
- **Email Marketing & Online Campaigns:** Designing and distributing email newsletters, and managing online campaigns to enhance customer engagement, retention, and sales.

EXPERIENCE

WEB DEVELOPER

AMIT International Group // DMC Dubai, UAE // 2021-2023

Oversaw the complete management of 7 company websites including 2 e-commerce websites for GARMIN UAE & KSA region. The Responsibilities are:

- **E-Commerce & Website Management:** Managed daily operations of e-commerce platforms (WooCommerce, WordPress), ensuring optimal functionality, performance, and user experience. Led website development projects, coordinating with internal teams and external vendors.
- **Content & Product Updates:** Uploaded and updated product listings, pricing, and promotional content, maintaining accurate inventory and ensuring seamless order fulfillment processes.
- **Analytics & Reporting:** Monitored website performance, customer behavior, and sales metrics using Google Analytics to optimize conversion rates and improve digital marketing strategies.
- **SEO & Digital Marketing:** Implemented SEO strategies to improve site rankings and organic traffic, collaborated with marketing teams to execute digital campaigns, and troubleshoot technical issues.
- **Order & Customer Support:** Managed order processing, inventory, returns, and online refunds while maintaining high levels of customer satisfaction through email, chat, and direct support.
- **Technical & System Maintenance:** Maintained website security, backups, and hosting server performance; managed payment gateways, third-party integrations, and ERP systems (FACTS, SAP) for inventory updates.

WEB & GRAPHIC DESIGNER

Digital Canvas Design Consultancy // Business Bay, Dubai // 2018-2021

Following are the major Responsibilities I have handled.

- **Website Design & Development & Maintenance:** Designed and maintained responsive websites using Shopify, WordPress, HTML5, CSS3, JavaScript, and Bootstrap. Monitored security, resolved issues, and optimized sites.
- **Graphic Design (UI/UX):** Created user-friendly interfaces to enhance website experience and marketing materials like banners, brochures, ads using Photoshop & Illustrator by ensuring brand consistency.

WEB DESIGNER**Technoware Computer Solutions // Burdubai, UAE // 2014-2017**

Websites designing and development in HTML and Bootstrap from scratch and maintenance of existing clients website.

WEB DESIGNER**Ovalion Group // Kochi, Kerala India // 2013-2014**

Website Designing using Adobe photoshop and HTML slicing, Marketing emails in HTML, designing Website Banners brochures and other requirements also Flash animations etc.

TRAINEE GRAPHIC DESIGNER**Journey's World Holidays // Kochi, Kerala, India // 2011-2012**

Basic graphic designing works like Business card, flyer, booklets, covers, banners, brochures, Letterheads, logos etc.

EDUCATION**DIPLOMA IN GRAPHIC DESIGNING****Mathrubhumi Touch Animations, Kerala, India (UAE Attested) // 2008 - 2009****BACHELOR OF BUSINESS ADMINISTRATION****University of Calicut, Kerala, India.// (Course completed only) // 2008 - 2010****HIGHER SECONDARY – COMMERCE****State board of higher secondary examination, Kerala, India. // 2005 -2007****SKILLS**

Web Development // Digital Marketing // Ecommerce Management // Web & Graphic Designing // Brand & Product Management // Content Management // Customer Relation Support // Marketing Events Support // Online Campaigns & Promotions // Wordpress // Woo commerce // SEO // SEM // SMM // SMO // Email Marketing // Google Ads // Google Analytics // Server & Database Management // Photoshop // Illustrator // Adobe XD // Figma // Marvel //Google Web Designer // HTML // CSS // / Bootstrap // Java Script // JQuery // PHP // Requirement & Data Analysis

INTERESTS

Drawing // Swimming

PERSONAL

Gender: Male

INFORMATION

Nationality: Indian

Languages: English, Hindi, Tamil, Malayalam (M)

Driving License: Dubai, UAE

Visa Status: Residence Visa