

Talal Tanveer

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PROFESSIONAL SUMMARY

Highly motivated and customer-focused professional with a strong background in customer service, digital marketing, and e-commerce. Passionate about delivering exceptional experiences and enhancing online shopping journeys. Proven ability to communicate effectively and troubleshoot customer issues, ensuring a seamless interaction across digital platforms. Adept at collaborating with cross-functional teams, including fulfillment centers, stores, and shipping teams, to ensure accurate and timely order processing. Demonstrates a positive attitude, excellent organizational skills, and the ability to prioritize the customer experience. Skilled in utilizing digital marketing tools, e-commerce platforms, and Microsoft programs, as well as learning new software systems to effectively handle inquiries and record interactions. Excited to contribute to success by providing superior service, implementing effective digital marketing strategies, and fostering customer satisfaction

WORK EXPERIENCE

General Manager Digital Marketing

Dec 2023 -Present

Alliance Investment Management • USA -Remote
Project (www.bidetsplus.com)

- Led day-to-day operations of eCommerce store, ensuring seamless functionality and efficiency, resulting in increased customer satisfaction and retention.
- Developed and executed comprehensive eCommerce business strategies, driving revenue growth and profitability while staying ahead of industry trends and competitor activities.
- Managed relationships with dropshipping partners, optimizing order processing and fulfillment to minimize shipping times and enhance customer experience.
- Conducted market research and competitor analysis to identify opportunities and threats, enabling proactive decision-making and strategic planning.
- Utilized data analytics tools to track eCommerce KPIs, generate actionable insights, and prepare regular reports on sales performance, website traffic, and customer behavior.
- Enhanced customer shopping experience by optimizing website layout, navigation, and checkout process, resulting in improved conversion rates and increased brand loyalty.
- Led Google Ads and SEO teams, ensuring cohesive digital marketing strategies and optimizing campaign performance.
- Managed financial reporting processes, including cash flow analysis and accounts management, to drive informed decision-making and financial performance.

Ecommerce merchandising manager

Jan 2022 -Dec 2023

Link Solutions Consulting LLP • Lahore, Pakistan

- Managing the presentation, positioning, and performance of online products and content.
- Enhancing the user experience, improving conversions, and driving sales by applying effective merchandising strategies.
- Monitoring key trading tasks such as stock management, product returns, and promotions.
- Sales and Performance Analysis: Monitoring and analyzing sales data, conversion rates, and other key performance indicators to identify trends, opportunities, and areas for improvement.
- Leverage collaboration with buying teams, suppliers, and vendors to launch and refresh online

products, integrate customer feedback into site functionality while utilizing website analytics to identify customer behavior insights, opportunities, and successes.

Ecommerce Executive (Part Time)

Mar 2021 - Jul 2022

Marketing and Selling Online • Lahore, Pakistan

Project (<https://www.amazon.com/stores/NewYorkCables/>)

- Directed and executed the merchandising vision, strategy, and operations for the company's platform, leading a team of E-commerce Marketing professionals.
- Identified and capitalized on short and long-range growth opportunities by conducting a comprehensive analysis of the competitive landscape, marketplace dynamics, consumer habits, and behaviors.
- Enhanced the site merchandising experience by continuously maintaining and improving product display merchandising, navigation, search functionality, and product presentation, resulting in an optimized customer experience. these efforts resulted in a remarkable sales growth of 450% in just 5 months.
- Collaborated with Buying teams and suppliers/vendors for successful online product launches, timely order fulfillment, and high customer satisfaction. Utilized feedback from Customer Service and research to improve site functionality, swiftly resolving issues for a seamless user experience.

Ecommerce Manager

Mar 2020 - Dec 2022

Cabazon Global Incorporation • Lahore, Pakistan

- Collaborated to develop a brand strategy for an emerging e-commerce company.
- Successfully and efficiently completed 25 projects from initial planning to final production.
- Creatively executed and controlled the development of E-commerce Marketing campaigns for 25 product lines.

Ecommerce Marketing Manager

Apr 2019 - Apr 2020

Meraki Trading Pvt Ltd • Lahore, Pakistan

- Recruited for planning and selling the company's product on major e-commerce platforms.
- Develop and improved e-commerce sales strategy, forecast sales volume, and manages sales processes for each platform.
- Manage and upgraded the content creation and listings of products across all marketplaces.
- Applied customer feedback and recommendations to strategic plans and reviews to meet customer service objectives.
- Identified customer service trends to implement system improvements.

EDUCATION

Bachelor of Arts

Jan 2012 - Mar 2014

University of the Punjab • Lahore, Pakistan

Google Certified in Digital Marketing and Ecommerce

May 2023

Coursera

SKILLS

- Merchandising Strategy
- Data Analysis
- E-commerce Platforms
- Cross-Functional Platforms
- Analytical Thinking
- Communication skills
- Project Management
- Trend Awareness
- Problem Solving
- Adaptability
- Leadership
- Self-starter
- Strong negotiator
- Focus driven
- Well organized
- Result oriented
- Detail oriented
- Ability to prioritize
- Energetic
- Innovative
- Excellent communicator

VOLUNTEER WORK

Community basic life support

Punjab emergency services • Lahore, Pakistan

Oct 2018 - Nov 2018

President Welfare

Skans School of accountacny • Lahore, Pakistan

Sep 2012 - Aug 2014



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