SYED MUHAMMAD ANTIQ

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SUMMARY

Experienced e-commerce professional with a successful track record. Skilled in leading cross-functional teams and managing end-to-end project lifecycles. Strong communication and stakeholder management abilities. Results-driven and customer-focused, driving revenue growth and delivering exceptional experiences. Combines technical expertise with business acumen for successful project outcomes.

EDUCATION

Master's in Business Administration

- Institute of Business Administration • Karachi • 2018

Bachelors in Business Administration

- National University of Computer & Emerging Sciences • Lahore • 2014

SKILLS

- HTML
- Data Analysis
- E2E Business Management
- Growth Hacking
- Microsoft Excel Reporting
- Agile Methodology Figma Web Design (UI/UX)
- Catalog Optimization

CERTIFICATIONS

Growth Hacking with Digital Marketing

- EAZL • 2020

EXPERIENCE

E-commerce Manager
Depot Design

April 2023 - Present, Brussels, Belgium

- Developing and executing strategies to drive traffic, increase conversion rates, and enhance customer experience on the website or online
- marketplace.
- Manage product listings, pricing, and inventory, ensuring accuracy and timely updates.
- Collaboration with cross-functional teams, such as marketing and logistics, to execute promotional campaigns and manage order fulfillment.
- Analyze data and generate reports to assess performance, identify trends, and make data-driven decisions.
- Online sales and profitability while maintaining a seamless and engaging online shopping experience.

Growth Manager
Laam

October 2021 - March 2023, Lahore

- Product Optimization Responsible for the GMV growth of Luxury Pret Vertical
- Optimization of Website UI/UX
- Growth Hacking; data-based optimization of the overall user experience Data based demand forecasting
- Scrum Master TRDs & BRDs documentation

PROJECTS

Automated Tagging
Laam • May 2023 - August 2023

- Developed a flow for the automatic tagging of products for catalog optimization
- Mitigation of manual effort in product tagging
- Developed multiple parameters for the tagging of products

Migration from Prestashop to Shopify
Depot Design • March 2023 -June 2023

- All product catalog, order data, customer data, and custom attributes had to be migrated
- Third party was engaged in executing this migration, I was personally supervising the migration project.

Marketplace Discovery Engine
Laam • January 2023 - June 2022

- Sale base tagging of products
- All products to be segregated into Bestsellers, Avg. Sellers, Slow Sellers, and Deadstock
- If n number or products are sold in X number of days, the relevant tag will be applied
- Slow sellers will be given more traction on the website and Deadstock to be dumped

Migration from Magento 2 to Shopify
Shopistan • November 2020 - March 2021

- Migration of a client website from Magento 2 to Shopify
- The website had 70k+ products and all attributes, orders, and customer data were to be migrated to Shopify

Online Brand Manager
Shopistan

August 2020 - September 2021, Lahore

- Account Management for a portfolio of diverse e-commerce brands Liaising with the Digital Marketing team to work on digital growth
- Product Development for a hyper-local home-grown OMS/IMS
- Client Servicing so as to implement client requirements over products/services we offered
- Led a diverse team to deliver tailor-made Mobile applications

Growth & Sales Manager
Markhor

June 2020 - October 2020, Lahore

- Use analytics (Shopify & GA) to foster data-driven growth
- Strategies for Optimizing the overall product experience
- Implementing the AARRR model for growth

Customer Engagement Executive
Mindstorm Studios

May 2014 - December 2016, Lahore

- Contribute to creating and executing marketing initiatives to attract and retain players.
- Gather feedback and user insights to improve game features and experiences.
- Respond to inquiries, resolve issues, and provide assistance to players.
- Collaborate with cross-functional teams, such as game designers and developers, to address player concerns and implement enhancements.

ACHIEVEMENTS

- **Automation** of demand forecasting module at Laam
- Lessening the website bounce rate by **13%** via optimizing web loading speed at Laam
- **3x GMV growth** of the assigned vertical via data based strategies at Laam
- **Implemented** a priority based user ticketing system elevating customer retention by 10% at Mindstorm Studios
- Managing & Scaling E2E E-commerce business cycle for **Key accounts** (Raja Sahib, Chase Up group) on behalf of the company at Shopistan
- Led a diverse team to **deliver** the Chase Up mobile application for grocery.
- Rendered **200%** growth of GMV in Kidswear Vertical & **388%** growth in Menswear Vertical at Laam
- Led the team for Laam Exclusive which resulted in the GMV growth of the brand by **7000%** at Laam