



ARSLAAN GHAUS

DIGITAL MARKETING | BRAND STRATEGY
| BUSINESS DEVELOPMENT | PRODUCT
MANAGEMENT | SMO & SEO TOOLS

ABOUT ME

I am a result oriented & competent professional with international business experience, strategic planning, sales, marketing, client relations, negotiations and management skills. I Possess an extensive experience in online marketing, retail and BPO industries having the ability to explore new territories & push existing limits.




EDUCATION

- Masters in Business Administration (MBA in Finance) Mahatma Gandhi University
- Bachelors in Commerce (B.COM in Accounts) Calcutta University

CONTACT INFO.

Mobile 1 + (971) 56 735 7521
Email arslaanghaus1@gmail.com
Address Dubai, UAE

SOCIAL MEDIA

 <https://www.linkedin.com/in/arslaan-ghaus>
 <https://www.facebook.com/arslaan.ghaus>
 <https://arslaanghaus.wixsite.com/portfolio>

CERTIFICATIONS



- Google AdWords Fundamental
- Facebook Blueprint Business Manager
- Digital Marketing
- WordPress Website Development
- Adobe Illustrator
- 2D Animation and Video Editing
- AdWords Display Brand
- Facebook Blueprint SMB Fast Track
- Graphics Designing
- Hardware and Networking
- Financial Accounting - Tally
- HACCP Awareness

WORK EXPERIENCE

- Current-Mar '17** eCommerce Specialist @ BMB Group, Dubai, UAE
- Lead in all eCommerce & SEO Activities
 - Marketplace Acquisition and Planning
 - Social Media Operations
- Feb '20 -Jan '17** Assistant Digital Marketing and Business Development Manager @ Siha & Afia International (Organic Food) FZCO, Dubai, UAE
- Managing end to end Online Business Presence
 - Developing Company Brand
- Nov '16-Aug '16** Sales & Marketing Manager @ IT Chase LLC (DubaiShoppers.com), Dubai, UAE
- Sales and Marketing of Online Business
- Jun '16-Oct '12** Retail Store Manager @ Gifttones, Kolkata, India
- Managed two outlets; Heading Design and Logistics
- Aug '12-Jun '11** Business Development Executive @ Ariba Call Center Pvt Ltd., Kolkata, India
- Managed social media accounts

SKILLS

Sales	● ● ● ● ●
Brand Development	● ● ● ● ●
Operations and Admin	● ● ● ● ●
Strategic Planning	● ● ● ● ●
Online Marketing	● ● ● ● ●
Team Management	● ● ● ● ●

DOMAIN SKILLS & RESPONSIBILITIES

BMB GROUP - DUBAI, UAE

As eCommerce Specialist

- Lead in all eCommerce Activities
 - Own process for managing product launches on the web-store including content, imagery, pricing, etc
 - Collaborate with IT on feature and functionality improvements to across all 8 brand websites
 - Manage both regular and ad hoc website performance reporting
- Marketplace Acquisition and Planning
 - Working across Multiple Marketplaces - Amazon, Noon, Kibsons, and more
 - Marketplace Ads and Activities Management
 - End - to - End Management
- SEO Activities
 - Blog & Content - Leading content expectations with a team of 2 writers to improve quality and efficiency.
 - Keywords and Google Ranking Analysis
 - Leading on - Google Analytics, Google My Business, Google Ad Words, Google Shopping, etc
 - Page Ranking and analyzing Search Engine
- Social Media
 - Liaising with the Creative Head regarding all types of Social Media & LinkedIn Contents
 - Social Media Analytics
 - Social Media & Digital Advertisement
 - Design, propose, and jointly implement e-Marketing campaigns

SIHA & AFIA INTERNATIONAL(ORGANIC FOOD) FZCO - DUBAI, UAE

As Assistant Digital Marketing and Business Development Manager

- Digital Marketing and Online presence of the company
- Online Forecast future trends and orient strategies to capture maximum benefits
- Managing all Online Accounts for Website Sales, Online Advertising and Graphics Designing
- Product Label Development - New Product Labels Designing and registering through Dubai Municipality Website
- Improve the bottom line by ensuring opportunities are addressed and deals are closed
- Generating leads and prospect customers
- Identify "bottlenecks" and implement new and improved processes and online policies
- Responsible for maintaining company's website and all Online sales by Vendors such as Souq.com, Vendors Corner, Gogoguy.com, Trolley.ae, letstango.com and more
- Responsible for timely delivery of all own accounts
- Photo-shoot, Description Writing and Editing of all products

IT CHASE LLC (DUBAISHOPPERS.COM) - DUBAI, UAE

As Sales & Marketing Manager

- In charge of registering vendors in the company's website - Dubaishoppers.com | Orderntake.com
- Looking into Sales & Marketing of all products registered in the company website by the vendors
- Daily Co-ordination with the Designing and Development Team to increase the website traffic and visibility
- Managing Accounts for Website Sales, Online Advertising and Graphics Designing
- Lead Generation through various means – Attending Newspaper Ad Campaign Calls,
- Client management- Periodic client reviews.
- Training- Managing 4 TCs, Website Developers and Designers.
- Productivity- Revised consultative selling and cold calling strategies utilizing tactical targeting.
- Appointment Generation- Increased appointments generated by over 100% and customer conversion by 30% in first 2 months
- Inside Sales- Developed inbound customer service email and telephone tracking system.

GIFTTONES, KOLKATA, INDIA

As Retail Store Manager | Assistant Store Manager

Retail Store Manager

Hired and train a group of 9 people in the sales team to meet the target for two Outlets

Manage store operations by ensuring exceptional performance and excellent customer services

Assist customers in all aspects of store services including handling complaints and inquiries

Supervise employees (Including Graphics Designers for personalized Gifts) to maximize sales and minimize complaints

Assistant Store Manager

Managing stock and making decisions about putting products in shelves

Keeping inventory of stock

Ordering stock in time before products run out

Creating ways to increase the sales and effectiveness

Preparing sales reports and presenting to Senior Managers

ARIBA CALL CENTER PRIVATE LIMITED - KOLKATA, INDIA

As Business Development Executive

- Generating new business for company.
- Replying to all Customers enquiries in a timely and accurate manner.
- Maintained a strong number of business contacts that grew significantly.
- Developing and maintaining database of all contacts
- Responsible for increasing the company's profit.

KEY ROLES & RESPONSIBILITIES

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| <ul style="list-style-type: none">• Digital Marketing Management• ECommerce Management• Online Analytics Management• Company Social Presence• Products and Brand Management• Business Development and Sales• Market Research Analysis• Client Management | <ul style="list-style-type: none">• Forecasting and Analysis of Future Trend• Graphics Designing• Retail Store Management• Inventory Management• Database Analysis• Operations and Administration• Customer Service• Appointment Generation |
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STRENGTHS

MANAGERIAL

- Able to work independently in any working environment
- Build business in new markets and areas
- IT Literate and pro efficient in MS Word, Excel, PowerPoint, Outlook and other online tools
- Can communicate complex technical data and statistics clearly

PERSONAL

- Able to cope up with pressure and work in a fast paced and rapidly changing environment
- Willing and capable of learning and adapting quickly
- High Level of personal organisation and time management skills
- Ability to always maintain self motivation and can be consistently pro active

PERSONAL DETAILS

Nationality: Indian | VISA Status: UAE Residency | Marital Status: Married | Passport No: P2558929

UAE Driving License: Yes | Date of Birth: 08th April 1989 | Language Proficiency: English, Urdu and Bengali