



# Saad Arshad

Fashion Ecommerce Manager

📍 Dubai - United Arab Emirates

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[Twitter](#) [LinkedIn](#)

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## Languages

Arabic (Basic)

English (Fluent)

Hindi (Fluent)

Urdu (Native)

## About

A multi-lingual, senior digital & eCommerce lead with a successful track record in launching and optimizing ecommerce at national and international scale. Possessing a decade's experience in business development, category management, vendor management & operations, of which last four years were in a start-up environment of the e-commerce sector in a leadership role. Proven success in accelerating ecommerce growth and customer acquisition through compelling multi-channel campaigns and optimization initiatives with a data-driven approach.

### BRANDS WORKED WITH

Eastern Products Pvt. Ltd.

Eastern Products Pvt. Ltd. (An Fmcg Company)

Elabelz

K-Electric (An Abraaj Capital Company)

Mycart.Pk

Yayvo.Com

## Experience

### ● Commercial Manager - ECommerce

Eastern Products Pvt. Ltd. (An Fmcg Company) | Jun 2021 - Now

Key Responsibilities:

Helping the brand to increase their presence on multiple e-tailers across the country

Optimizing operations by using their distributors across cities as an Omni channel

Ensuring complete category assortment with depth is available on all platforms

Designing bundles and promotions specific to marketplace platforms

Planning and budgeting for UAE market launch

Working on the influencer campaign, to target a new audience and penetrate in the market



### ● Category Manager – Fashion & Beauty

Elabelz | Feb 2021 - Apr 2021

Key Responsibilities:

Driving the P&L for the category business, responsible for the achievement of all business and category targets

Responsible for defining sales targets (revenue mix), product mix, channel partner numbers and mix, enablement tools, delivery and distribution across market segments

Ascertaining new/creative ways to enable the sales force to drive solution level sales

Providing specific inputs (features and functionality) to ensure that regional/country needs are met

Rendering forecasting and pricing input from category associated products, managing the product lifecycle (from cradle to grave) for all category products

Managing processes from product definition to end-of-life management of products including allocation and inventory management

Managing new product introductions for all products in the category space

Extending support on commercial management, proposal formulation, customer presentations, trade shows and ad hoc product trainings for the product category

In-house subject matter expert in defining go to market campaigns for the SMB segment

### ● Commercial Lead – ECommerce

Eastern Products Pvt. Ltd. | Apr 2019 - Jan 2020

Achievements:

Built the tea portfolio on all e-platforms nationwide

Optimized the order fulfilment process with 200 distributors nationwide Drove growth through strategic partnerships and alliances

Key Responsibilities:

Played a key role in brand outreach and penetration across all media

platforms, traditional and digital  
Managed full campaign lifecycle and lead the brand recall and promotion initiatives within the region  
Analyzed consumer behavior, deriving analytics and devised campaign strategies based on learnings obtained  
Implemented Omni channel strategies across online platforms and tracking analytics to optimize performance  
Negotiated margins, deals & year-round promotions with all e-tailers  
Ensured revenue and expenditure were within the agreed target and budget allotted

## ● **Head of Marketplace**

Mycart.Pk | Jan 2018 - Mar 2019

Achievements:

Generated additional revenue streams by renting company assets to multiple brands

Launched private labels, end to end, including sourcing, branding and marketing Key Responsibilities:

Worked with and on-boarded all blue-chip brands in the FMCG category

Launched the marketplace model with five categories and more than 60,000 SKUs

Maintained a monthly gross margin of 6% for the grocery category

Worked on strategic partnerships and alliances with brands & payment partners

## ● **Category Manager - Lifestyle**

Yayvo.Com | May 2015 - Jan 2018

Achievements:

Launched "iDroid", a Chinese phone brand. Sold 10,000 units in six months

Executed and delivered on the idea of 'Superstore' - first e-grocery platform

Ensured a MoM increase of 10% in product assortment for the marketplace categories

Achieved gross sales of AED 12 MN during the "Black Friday" event of 2017 Key Responsibilities:

Successfully launched and executed the lifestyle category

Entered into alliances and partnerships with top consumer electronic goods companies

Monitored the yearly budget of the department and control expenditure to ensure optimal use

Negotiated annual commercial agreements and the commercialization of advertising spaces with the brands

Benchmarked current performance vs. the competition and the peer market

Identified the products with potential and researched for new products

## ● **Brand Manager**

K-Electric (An Abraaj Capital Company) | Jun 2009 - Apr 2015

Achievement:

Reached out to more than 1 million consumers through BTL activities Key Responsibilities:

Managed the design and release of marketing material for services & PR activities

Played a key role in the corporate brand integration on electronic channels including digital platforms

Worked on the annual budget, for all off-line and online activities

Served as department editor for the company's monthly magazine