



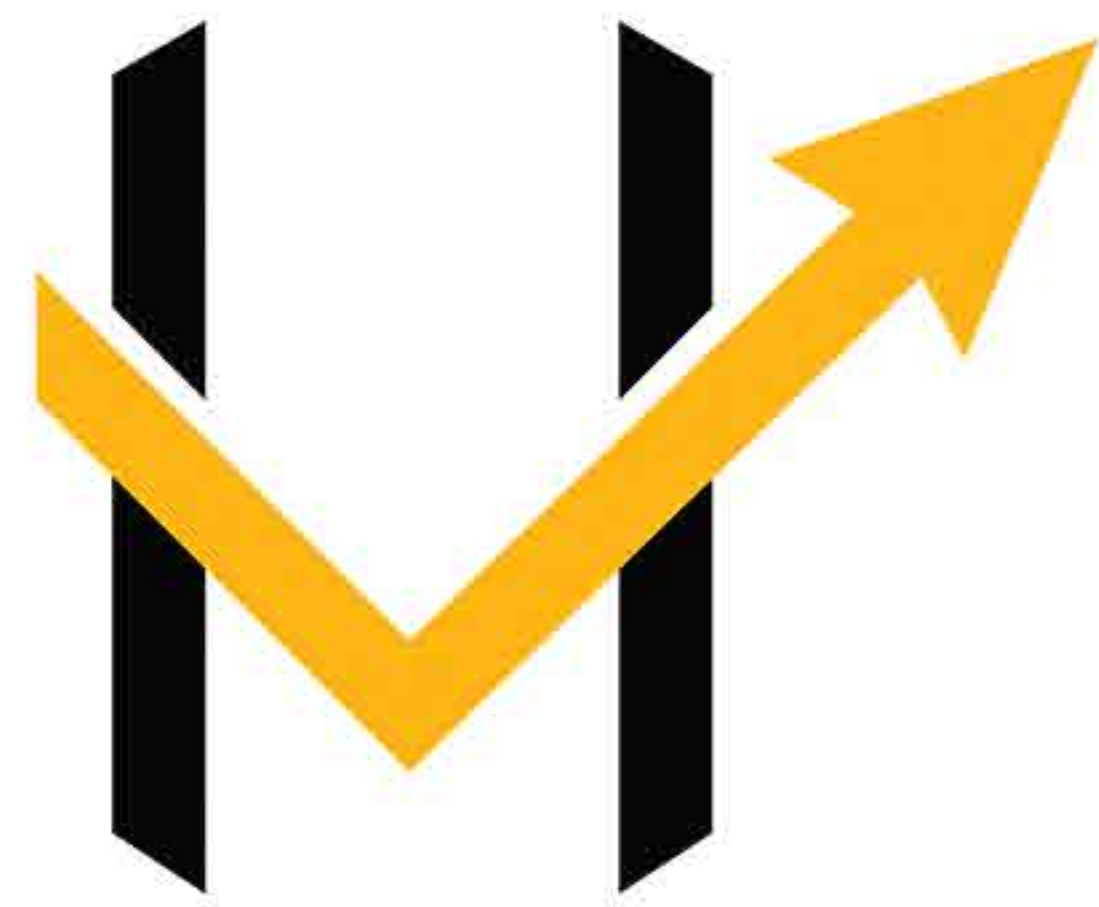
UMAIR ARSHAD

Growth, E-commerce, Marketing and Sales Expert

INTRODUCTION:

I am known in the e-commerce industry for my expertise in sales and marketing by making the grounds of a number of brands stronger in Pakistan with exceptional growth such as Ervis, Borjan, Ndure, Al Fatah, Enem, Ramsha, Metro, ECS and the list goes on. Currently, I am the COO (Chief Operating Officer) at Hive Metrics: Technical and marketing agency, where the growth of a number of brands is ensured by my core skill set of managing the clients as per their requirements and challenges.

WORK EXPERIENCE



HIVE METRICS

Chief Operating Officer
Jan 2022 - Present

Director Of Growth & E-Commerce
Nov 2020 - Dec 2021

Head Of E-Commerce & Operations
Dec 2018 - Oct 2020



Project Manager
E-Commerce Executive
Dec 2017 - Nov 2018



Head Of Sales & Marketing
Dec 2015 - Nov 2017



Area Sales Manager
Mar 2009 - Oct 2012

ENGAGEMENTS

50+

E-commerce Sites

10

Payment Gateways

15+

Corporate Websites

9+

Courier Integrations

3+

Shopify Applications

6+

POS Integrations

20+

Consultation

2

Custom Software

Winning Award



I'm delightfully honored to receive this E-commerce leader of the year 2022 award. I see myself as a contributing member of this industry whose constant efforts are bringing value to it

SKILL SET



Dynamic, versatile and full-service digital marketing and take time to understand your organization and customers, and then build a digital strategy capable of delivering remarkable results.



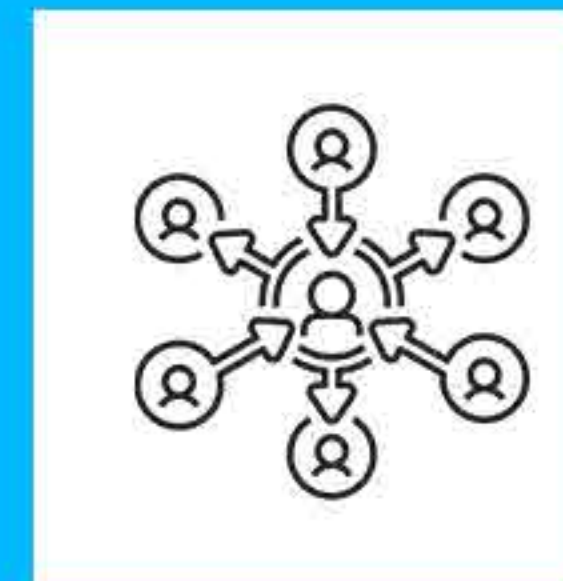
Marketing and Sales Expert



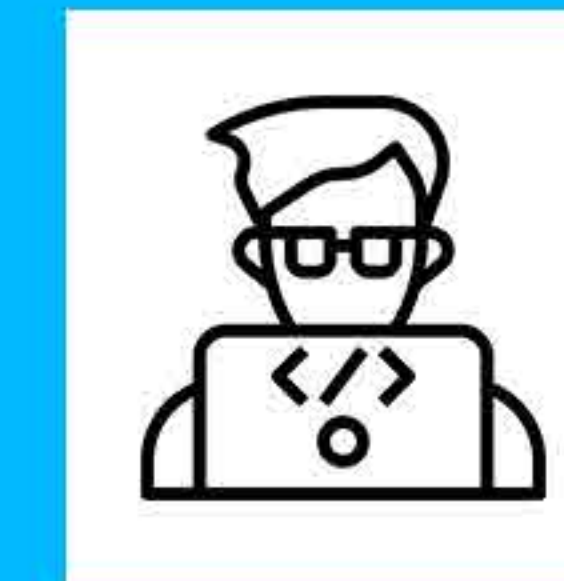
Problem Solver



Team Player



Interpersonal Skills



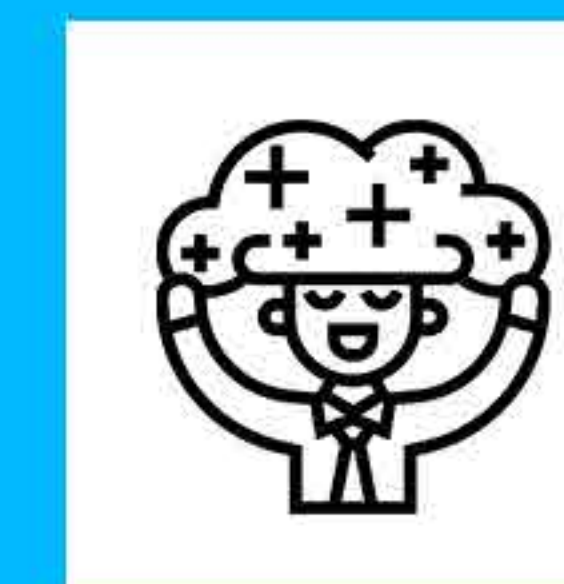
Website Development



Website Operations



Time Management



Highly Energetic and Optimistic

ACHIEVEMENTS

- The shield of honor at Future Fest 2023 “Ecommerce Leader of the Year 2022”
- A growth promising strategy provided to a number of brands like Service, Borjan, Ndure, ECS, Metro, Al Fatah, Enem, Ramsha, Afrozeh etc.
- An interview over “How to make a Startup Successful?” on Jaago Lahore (a TV show) on Lahore News

BRANDS SERVED

AFROZEH

Jazmín

Ramsha

SERÁN

EMAAN | ADEEL

ZARIF

REIGN flormar

AL-FATAH
Since 1941

SIFA

SHEHLA SHAHRYAR

Razia Sultana

BA
Boston Apparel

BY AKGL
i-FOAM
THE KINGDOM OF COMFORT

MARYAM'S

LEISURE CLUB™

VANYA

SANA SHERAZ

SORAYA

CHINYERE™

IZNIK YARSA

Muliy Nisreen

Rivaj

a'mrij®
COSMETICS

ENBA

ELEGANCE

AJR
ABBAS JAMIL RAJPOOT

KF
KHOLAFARIHAN.COM

MEERAL

MAHGUL

Kayseria™

Outfit

pure-fayce

ILAHA

MEHER UN NISSA
BY ELEGANCE

MORLAB

MARIALI

SAFFANA

LUSH ORGANIX

SAPPHIRE

MÖCCIANI

ECS

Borjan

SHOE BOX
| easy fashion |

NDURE

SKECHERS

WISDOM PHARMA

RIOS
cosmetics | lingerie | fragrances

Thanks to
Everyone!

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