

UMER MUGHAL

Head of E-commerce & Growth

E-commerce Manager · Marketplace Manager · Digital Marketing Manager

+998 50 022 5420 (Telegram, WhatsApp) · **umermughal1216@gmail.com**
Tashkent, Uzbekistan · Work authorized · umermughal.pages.dev/ · linkedin.com/in/umer-mughal-723918210

• **Open to work · available immediately**

SCAN: ONLINE CV + WORK

AED 1.3M
Annual D2C revenue I built, +110% year on year

0 → 70K
AED a month from zero, in 8 weeks

10+
Sales channels launched: Amazon, Noon, Carrefour, Shopify

20
People in my largest team, 7 direct reports

PROFESSIONAL SUMMARY

E-commerce leader with 6+ years in the UAE, Saudi Arabia, Pakistan and the UK. I grew a D2C channel from AED 30K to AED 110K a month (AED 1.3M a year) and launched three brands from zero to AED 50–70K a month within 90 days, leading teams of up to 20. I combine marketplace operations (Amazon, Noon, Carrefour) with direct China sourcing — the same import-and-launch model behind growth on Uzum, Wildberries and Yandex Market. I'm AI-first: AI product photos, video ads and automated listings, content and reporting are part of how I work every day. I'm actively studying Russian.

EXPERIENCE

Founder
Aug 2026 – Present

Baraqah LLC · Tashkent, Uzbekistan

Web, e-commerce and AI content studio for businesses in Uzbekistan.

- Built multilingual websites (UZ/RU/EN), online stores with Click and Payme, and marketplace listings for Uzum, Wildberries and Yandex Market.
- Directed and produced 20 AI video ads and a product photo library across beauty, food, real estate, tech, fashion and auto, from script to final edit.
- Designed and shipped the studio site with 3D scroll animation, SEO, a price calculator and Telegram/WhatsApp lead capture (baraqahllc.uz).

Independent E-commerce Consultant
Mar 2025 – Jul 2026

Self-employed · Pakistan / UK

Clients: Mariam Malik London, The Vape Guys, Habib Foods. Own brand: Aurra Essence.

- Took Mariam Malik London from no online presence to PKR 700K in monthly revenue within two months of launch.
- Built and launched thevapeguys.pk and habibfoods.pk: site structure, product segmentation, on-page SEO and checkout flow.
- Founded Aurra Essence, a D2C beauty brand, running China sourcing, packaging, pricing, storefront and paid media in-house.
- Used GA4 funnel analysis to find checkout drop-off and automated listings and customer messaging with ChatGPT and Claude.

E-commerce Manager — AED 30K → 110K / month
Jan 2024 – Jan 2025

Rose Advertising · Dubai, UAE

- Built the B2C e-commerce channel from scratch and grew revenue from AED 30K to AED 110K a month: +70% in the first quarter, +110% year on year, AED 1.3M a year.
- Expanded onto Amazon and Noon in the UAE and Saudi Arabia, opening cross-border fulfilment and a second market.
- Managed up to AED 25K a month across Google Ads, Amazon Sponsored Ads and social, optimising bids and creative to ROAS targets.
- Cut operating and marketing costs by 20% by rebuilding the budget model and automating manual order processing.

E-commerce Business Development Manager — 0 → AED 70K / month in 2 months
Feb 2023 – Jan 2024

Happy Pet Gulf Trading LLC · Dubai, UAE

- Launched the online business from zero to AED 70K a month within two months, then doubled total sales over ten months.
- Opened and scaled six sales channels: Amazon, Noon, Carrefour, Shopify, Dubai Store and Petsetgo.
- Led the Zoho Inventory rollout, automating order processing and syncing stock across every channel.
- Managed four direct reports within a 17-person commercial team covering marketing, inventory and logistics.

E-commerce Executive — 0 → AED 50K / month in 3 months

Mar 2021 – Jan 2023

Khaleej Pack · Dubai, UAE

- Grew a new online channel from zero to AED 50K a month within three months of launch.
- Selected products through market and competitor analysis, and designed packaging and listings for Amazon, Noon and Carrefour.
- Owned daily operations, inventory planning and Google Ads and Meta campaigns across all platforms.

E-commerce Virtual Assistant

Jan 2020 – Feb 2021

Enablers · Lahore, Pakistan

- Supported Amazon sellers from product research to scaled sales: China sourcing, SEO listings, PPC to ACoS targets, FBA shipments and account health.

Business Development Manager

Jan 2018 – Dec 2019

Subhan Traders · Gujranwala, Pakistan

- Led a 20-person plastics manufacturing operation with seven direct reports and cut costs by 30% by reworking procurement and production.

SKILLS

E-commerce & growth
Marketplace launch & scaling, listing optimisation, CRO, pricing, PPC & ROAS, P&L

Digital marketing
Google Ads (Search, Shopping), Meta Ads, Amazon Sponsored Ads, SMM, content planning

AI & automation
AI product photos and video ads, AI listings and copy, workflow automation, prompt engineering

Sourcing & operations
China sourcing (Alibaba, 1688), supplier negotiation, landed cost, inventory forecasting

Marketplaces in Uzbekistan
Uzum, Wildberries, Yandex Market: SEO titles, infographics in Russian and Uzbek, specs

Analytics & tracking
GA4 and GTM setup, conversion tracking, funnel analysis, Merchant Center feeds, KPI reporting

Websites & stores
Shopify, WooCommerce, WordPress, multilingual SEO, UX, Click and Payme checkout

Leadership
Teams of up to 20, hiring, cross-border market entry, reporting to owners

PLATFORMS

Amazon Seller Central · Noon · Carrefour · Uzum · Wildberries · Yandex Market · Shopify · WooCommerce · WordPress · Google Ads · Meta Ads · GA4 · Google Tag Manager · Helium 10 · Jungle Scout · Zoho Inventory · Zoho Books · ChatGPT · Claude · Higgsfield · Excel

Languages

English — Fluent

Urdu — Native

Russian — Basic, studying

Chinese — Elementary

Education

Intermediate in Computer Science (ICS)
Gujranwala, Pakistan · 2016–2018 · coursework completed

Secondary School Certificate
Gujranwala, Pakistan · 2016

Certifications

Amazon Sponsored Ads — Amazon (2022)

Google Ads: Search and Display — Google (2022)

Amazon VA Masterclass — Enablers (2019)

ADDITIONAL INFORMATION

Nationality: Pakistani · **Work authorization:** Uzbekistan · **Driving licence:** UAE and Pakistan · **Availability:** Immediate

WORK SAMPLES

Portfolio & AI ads: baraqahllc.uz · **Marketplace listings:** baraqahllc.uz/#market · **Online store demo:** baraqah-femi.pages.dev · **Aurra Essence:** aurraessence.com