

DEVENDRA CHOUHAN

Head of E-Commerce

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Dubai, United Arab Emirates



EXPERIENCE

Head of E-Commerce and Marketing

QCON General Trading LLC

10/2021 - Ongoing Dubai, United Arab Emirates

- Handled local website promotion and e-commerce website marketing for 10+ marketplaces and sites
- Launched the only Reward program in Building Material Supplier's industry and tied up with big names in the market for reward and redeem
- Introduced conversational AI to the business to reduce work and generate more customer engagement
- Increased the sell-out through the portal by 150% by supporting the e-commerce strategy by cross sales
- Managed 5 different e-commerce platforms simultaneously
- Managed a team in supporting the marketing strategy and attracted new members in our alumni community program
- Led a team of Developers/Designers/Testers to redesign and implement e-commerce website
- Developed Shopify based E-commerce Dropshipping website for DIY customers.

Wordpress Web Developer/ Ecommerce- Coordinator

DreamCam Studio

08/2020 - 10/2021 Dubai, United Arab Emirates

- Created an Entire Web Development Department Based on Wordpress for the company
- Developed a snappy and sleek Wordpress Website
- Increased web traffic and content engagement by 30%
- Increased by 35% the reach of users to the platform, over the installation of the web platform in mobile devices
- Managed 10+ Websites Built on Wordpress

E-COMMERCE COORDINATOR, MANAGER

Gulf Micro Systems

04/2019 - 07/2020 Dubai, United Arab Emirates

- E-commerce website development based on Magento open source platform 2.3.1
- installing plugins and configuring
- installing themes and configuring themes
- implementing scripts into products and templates
- Creating attributes and attribute sets for different type of products and product types
- Making inventories
- Making and detailing of products according to the website standards
- Listing products into noon.ae, Amazon.ae, gulfmicro.ae
- Making the advanced CSV's for products
- Assigning the products into CSV and categorizing them into different attributes, categories
- Boosting the website speed and performance based on requirements

E-COMMERCE MANAGER

Ebay for Self Business sellers

10/2015 - 03/2019 Jaipur, India

- Profiling of the items on e-commerce portal mainly
- Listing of items on ebay.com
- Detailed description of listed item
- Meeting with company's clients to understand their requirements
- Resolving buyer's grievances
- Resolving issues of Hardware & Networking and any other software related issues

SUMMARY

I am Head of E-Commerce for multiple online sales channels holding web development and marketing experience from scratch, with 5years + experience in same industry with good communication skills and strong IT industry Knowledge

EDUCATION

Bachelor of Business

Administration

Dr. Bhim Rao Ambedkar University

12/2016 - 05/2019

HIGHER SECONDARY

Tagore Public School

2014 - 2015

CERTIFIED DIGITAL MARKETING

Google

CERTIFIED TECHNICAL SUPPORT FUNDAMENTALS

Google

MANAGING THE COMPANY OF THE FUTURE

University of London

WEB DEVELOP/DESIGN

Xtream heights international institute

STRATEGY OF CONTENT MARKETING

UC Davis, California

STRATEGIC RISKS FOR COMPANY

Hewlett Packard Enterprises

SKILLS

Decision-making abilities CRM/ERP

Team Building Customer Service

Leadership Problem Solving

Data-driven and analytical