



# Shan Ali

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Doha, Najma, St 940

Dynamic and resourceful Sales Associate and Shop Owner with over 5 years of experience managing end-to-end retail operations at Peeran Mobile Center. Expertise in mobile devices, gadgets, customer service, and financial management. Skilled in inventory control, team leadership, and digital marketing strategies, and Web developing with a proven ability to drive business growth and client retention. Fluent in English, Urdu, and Hindi, with basic proficiency in Arabic, seeking to leverage versatile skills in a challenging retail or sales role in middle east.

## PROFESSIONAL EXPERIENCE

### **Arnab Booth Trading, Qatar**

**Dec 2023 – Feb 2025**

#### **Sales Associate**

##### **Accomplishments:**

- Lead sales efforts for a variety of international makeup and skincare brands from American, European, Korean, and Chinese markets.
- Managed product listings and optimized sales strategies on major local e-commerce platforms like Snoonu, Talabat, Rafeeq, and Baladi, resulting in a 20% increase in online sales in 1st Year.
- Spearheaded product demonstrations and marketing promotions, leading to a 15% boost in brand visibility and customer engagement.
- Collaborated with cross-functional teams to ensure timely product delivery and smooth sales processes for both online and offline markets.

### **Shopeezy Online, Qatar**

**1 year Contract-Based  
2023**

#### **Digital Marketing Specialist & Web Developer**

##### **Accomplishments:**

- Developed, executed, and optimized multi-channel paid advertising campaigns across Google Ads, Meta Ads, and TikTok Ads, achieving a 12% increase in online sales within the contract period
- Enhanced Shopeezy Online's web presence by contributing to website development projects, including feature updates, HTML improvements, and e-commerce integrations.
- Developed audience-targeted strategies to maximize ROI and brand exposure.
- Collaborated with creative teams to develop compelling ad content and messaging.
- Conducted market research and audience targeting to ensure maximum ROI for digital advertising efforts.
- Created visually appealing logos and branding elements that strengthened the company's identity and customer recall.

### **Peeran Mobile Center, Pakistan**

**September 2017 – December 2022**

#### **Sales Executive & Shop Owner**

##### **Accomplishments:**

- Managed all aspects of retail shop operations, including inventory, customer service, new sims activation, Duplicate sims Activation, and financial management.
- Operated as a Teller for payment systems like JazzCash, Easypaisa, and Upaisa, ensuring smooth transactions.
- Delivered exceptional customer service, leading to a high customer retention rate.
- Optimized inventory management to minimize discrepancies and improve stock availability.
- Grew the business by providing expert guidance on mobile devices, laptops, PCs, and gadgets, meeting diverse customer needs.
- Possess deep expertise in laptop specifications, adeptly guiding customers in selecting devices perfectly aligned with their requirements.

**Accomplishments:**

- Optimized product listings using SEO techniques, improving search visibility and increasing sales for sellers.
- Conducted competitor analysis and researched market trends to provide valuable insights to sellers for pricing and product positioning.
- Managed customer inquiries and provided detailed product information, achieving a high satisfaction rate among eBay clients.

**Bhalli and Company, Saudi Arabia**

**2016 – 2017**

**Contractor**

**Accomplishments:**

- Managed contracts and client relationships for construction projects, ensuring timely and accurate execution of deliverables.

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**EDUCATION**

**Bisegrw, Pakistan**  
Intermediate  
Grade 4.0 / 2.8

**Govt High School, Pakistan**  
matriculation  
Grade 4.0 / 3.2

**Allama open university, Pakistan**  
B.A Graduate Of Commerce  
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**KEY COMPETENCIES**

Retail Management & Operations

Digital Marketing & Paid Media

Sales & Customer service

Communication & Negotiation

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**CERTIFICATIONS**

- Google Ads Certification - Onionpk, Jehlum
- Meta Ads Certification - Sheikh Sajwal, Lahore
- TikTok Master Ads Certification - Adsgrow, Karachi

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**LANGUAGES**

- **English** (Excellent)
- **Urdu** (Excellent)
- **Arabic** (Basic)

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**Key Achievements**

- Successfully managed all retail operations as a shop owner, achieving consistent business growth.
- Surpassed sales targets by 20% while working with international skincare and makeup brands.
- Delivered a seamless customer experience through expertise in mobile devices and gadgets.