



YASH TADAVI

Dubai, United Arab Emirates

+ 971 568691259

myselfyash@gmail.com

<https://myselfyash.com>

<https://www.linkedin.com/in/yashtadavi/>

PROFESSIONAL SUMMARY

Experienced E-commerce Manager with over 9 years of expertise in E-commerce, Digital Marketing, and Business Setup. Proven track record of driving online growth and scaling e-commerce operations for leading companies. Adept at managing product listings, optimizing online visibility through SEO/SEM, and increasing sales on platforms like Amazon, Noon, and other major marketplaces across multiple regions. Successfully established and managed new operations in the GCC and Indian markets, ensuring regulatory compliance and executing strategic product launches. Strong background in market research, consistently delivering measurable results to enhance customer experience and maximize sales growth.

EDUCATION

NORTH MAHARASHTRA UNIVERSITY

Bachelor's Degree in Business

MAHARASHTRA, INDIA

SEP. 2003 – JUL. 2006

EXPERIENCE

EFALCON ECOMMERCE SOLUTIONS – FZCO (OKIE ELECTRONICS)

DUBAI, UNITED ARAB EMIRATES

E-commerce Operations Manager

SINCE JUNE. 2024

OKIE Electronics is a leading brand in consumer electronics, specializing in LED TVs, smartphones, feature phones, and sound systems. Known for innovation and quality across manufacturing, gaming, and electronics.

- Spearhead the establishment of OKIE's operational presence in the UAE, including office and warehouse setup, and business license registration.
- Lead the launch and expansion of OKIE's e-commerce operations across major GCC marketplaces, including Amazon, Noon, Tradeling, and other regional platforms.
- Oversee cross-functional team collaborations across UAE, Saudi Arabia, USA and India for seamless product launches, and sales performance reporting.
- Develop strategies to streamline warehouse and logistics operations, optimizing inventory management and delivery performance across the GCC region.
- Supervise and mentor teams across multiple locations, fostering a high-performance culture focused on operational excellence, customer satisfaction, and continuous improvement.

PROMATE TECHNOLOGIES - JAFZA

DUBAI, UNITED ARAB EMIRATES

Senior E-commerce Executive

MAR. 2023 – MAY. 2024

Promate Technologies is a global leader in electronic accessories and lifestyle products, focusing on innovation and consumer-driven solutions in digital electronics.

- Developed and executed e-commerce strategies to drive sales of electronic accessories across major GCC marketplaces, including Amazon, Noon, Sharaf DG, and various other regional platforms.
- Built and maintained relationships with retailers, suppliers, and partners to ensure timely delivery of products and services.
- Optimized online visibility through SEO/SEM, and product page improvements.
- Conducted market research and analyzed customer data to identify trends and opportunities.
- Created and managed digital marketing campaigns including social media advertising and CRM campaigns.
- Improved pricing strategies and implemented promotions to drive sales.

PACT EMPLOYMENT SERVICES

DUBAI, UNITED ARAB EMIRATES

Sales Executive

MAR. 2022 – MAR. 2023

- Participated in the business development of the company by generating leads using Online and Offline methods.
- Built and maintained customer relationship by conveying brand information, providing support, and educating on the product.
- Updated and managed contact database with accurate profiles, notes, and relevant information.
- Successfully achieved sales targets with the proven ability to expand the business.

ENTREPRENEURIAL PROJECT

PUNE, INDIA

E-Commerce & Digital Marketing Specialist (Part Time)

DEC. 2017- DEC. 2021

- Built an E-commerce brand and sold products on several retailers' platforms (Amazon, E-bay, Flipkart...)
- Created and managed product listings, landing pages using web design, graphic design through Photoshop and Video Editing Software.
- Incorporated search engine optimization (SEO) tactics to increase visibility and drive traffic.
- Conducted in-depth market research and analysis to identify trends and insights and developed effective merchandising strategies.
- Developed and executed e-commerce strategy to optimize conversion rates, drive sales, and increase customer satisfaction.
- Executed paid advertising, affiliate marketing, digital marketing campaigns, social media advertising, and email marketing campaigns

ALLSTATE

PUNE, INDIA

E-commerce Analyst

FEB. 2015- NOV. 2021

- Optimized user experience and increased online sales by analyzing website traffic, customer feedback, and market trends.
- Analyzed customer behavior, insurance sales, and other key performance metrics related to the company's e-commerce platform.
- Collaborated with cross-functional teams such as marketing and IT to improve the company's online presence and customer experience
- Built and presented reports, dashboards, and other visualizations to communicate key metrics and insights to stakeholders and made recommendations for the company's strategy and tactics accordingly.

AFFINITY EXPRESS

PUNE, INDIA

Graphic Designer

JUN. 2008- FEB. 2015

- Conceptualized, designed, and executed various print and digital advertisements for US-based clients according to their specifications.
- Conducted in-depth product design tests using various software, models, and design systems to ensure high-quality results.
- Collaborated with various departments to create high-quality images and illustrations to enhance publications and presentations.

LANGUAGE

English (Fluent)

Hindi (Native)

Marathi (Native)

SKILLS

- **Knowledge:** E-commerce, Affiliate Marketing, Digital Marketing, SEO, Graphic Design, Video Editing, Web Design WordPress
- **Skills:** Communication, Teamwork, Leadership, Adaptability, Creativity, Business Process Improvement
- **IT Skills:** Advanced Microsoft Office, Google Analytics, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Sound Forge
- **Certification:** Fundamentals Of Digital Marketing, Professional in Multimedia