

Nisar Ahmed Khan

Ecommerce | Digital Marketing | Data Analytics

CONTACT INFO

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Accomplished eCommerce executive, passionate about creating digital marketing strategies to deliver business growth.

- Skilled at leveraging data analytics to enhance customer engagement & retention.
- Certified Project Manager with a demonstrated track record of successful project delivery.
- Vast experience in product management for eCommerce solutions, deployed for the top brands in the region (Jado Pado, Namshi, Souq, Damas).
- Skilled in presenting value proposition to executive management and external customers.

EXPERIENCE

FedEx Express

SEPTEMBER 2000 TO PRESENT

Ecommerce Manager

- Manage a team of 5 highly skilled technology consultants and application developers providing eCommerce solutions to FedEx's largest customers in the Middle East.
- Designed and delivered a complete eCommerce enterprise solution for emirateshighstreet.com (EHS), Emirates airlines ecommerce portal. The ERP platform allows EHS to manage shipping & visibility, customer service and operations. This was the first-ever supply chain project for FedEx in the region. Results in 2.4 M USD growth in revenue.
- Developed the eCommerce fulfillment solution for JadoPado, the fastest growing marketplace in the UAE. The Solution significantly enhanced operational efficiency allowing Jado Pado to connect their merchants with consumers.
- Integrated Damas eCommerce portal with FedEx APIs. The integration allowed Damas to successfully launch their online retail portal selling their top rated collections. The project resulted in incremental revenue of AED 1.5 Million.

FedEx Express

2000 - 2010

Digital Access Marketing

Delivered the customer relationship management (CRM) email marketing automation platform for the Middle East region. This email platform was launched to enhance the new customer on-boarding processes. New customers are registered with FedEx online channels to manage their shipping experience. The project doubled the customer online engagement metrics.

Executed the Go90! customer conversion campaign to migrate offline customers to online channels. The campaign successfully increased customer engagement from 60% to 90% within two years and resulted in a significant reduction of cost.

Spearheaded the software launch of the FedEx Domestic service for the UAE. Sponsored by the FedEx regional president, this project involved managing cross-functional stakeholders across the globe. Successfully delivered, the project resulted in millions of dollars of additional revenue for FedEx in the region.

Zain Travels and Tourism

2013

Digital Marketing Manager

- Delivered a digital media strategy that increased customer acquisition to over 400% effectively doubling the company's online sales.
- Devised extensive digital marketing strategies and implemented tactics including SEM (SEO&PPC), Google Adwords, content marketing, generating brand awareness and increasing user engagement as well as driving online sales.
- Optimised SEO to successfully rank No. 1 in Google for the search term "Urgent visa for Dubai". The SEO is still driving significant revenue for the business.
- Generated over 2 million AED in annual sales by targeting the urgent visa niche with Google adwords

campaigns.

- Managed 10+ vendors for campaigns execution, optimization & reporting; analytics and presented monthly results to the CEO.

EDUCATION

Griggs University

2006 - 2008

MBA

Pune University

1994 - 1997

Bachelor of Computer science

CERTIFICATIONS

altMBA

2015 SEPTEMBER

Seth Godin

Successfully completed Seth Godin's altMBA. Seth Godin is one of the world's top marketers and the altMBA is a culmination of Seth's best teachings.

PMP – Project Management Professional

2010

Project Management Institute

Noah Kagan digital marketing summit 2014

JULY 2014

sumo.com

Attended one week long digital marketing boot-camp in Nappa Valley, California to learn digital marketing from the best marketers in the world. Met with Andrew Chen (Growth Hacking), Nev Medhora and the top start-up founders of the silicon valley.

FedEx Leadership Certification

2013

FedEx Human Resources

Facebook Marketing

OCTOBER 2015

Amyporterfield.com

Completed the online course from Amy Porterfield, who is a specialist in facebook marketing strategy and was the chief marketer for Tony Robbins.

SKILLS

PMP Certified Project Manager, ITIL certified, API Integration services, Web development, Application development, .NET programming, developing SQL Queries, XML, SOAP, UX user experience design, Responsive website design, customer experience, eCommerce solutions, enterprise applications, Web Development, WordPress, Google ad-words, Analytics.