

ABRAR NAWAZ SHAIK

E-commerce & Marketplace Operations Manager | Cross-Border Trade | Catalogue Scale | Workflow Automation

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PROFESSIONAL SUMMARY

E-commerce and marketplace operations leader with 9+ years in digital commerce and 11+ years of UAE market experience. Category-agnostic operator across fashion, FMCG, electronics, collectibles and automotive. Currently provide operations oversight across a 17-storefront international eBay network and a 131,680-SKU cross-border catalogue, reporting to the CEO with two storefront managers and their teams reporting in. Previously built a catalogue from zero to 150,000 SKUs on an automated data pipeline, doubled average gross margin from a 25-30% vendor baseline to roughly 60% through multi-source procurement, cut per-delivery cost from AED 28 to AED 16, and compressed GCC delivery lead times from 5-6 days to 1-2 days. Combines hands-on technical build capability (scrapers, API integrations, PIM implementation, eBay Cassini optimisation) with commercial ownership of sourcing, pricing, B2B growth and fulfilment cost.

CORE COMPETENCIES

Marketplace & E-commerce: eBay multi-account and multi-region selling (eBaymag), eBay Cassini search optimisation, promoted listings, Shopify, WooCommerce, catalogue management, product data normalisation, vehicle fitment and compatibility data (eBay API, MVL), pricing strategy, conversion rate optimisation

Operations & Supply Chain: Cross-border fulfilment, courier negotiation and carrier routing, cost-per-order reduction, invoice reconciliation, inventory synchronisation, SOP design, supplier onboarding and vendor management

Automation & Systems: Workflow automation, web scraping and data pipelines, eBay API integration, PIM requirements and testing (Vinculum), AI-assisted prototyping (Codex, Claude Code, Lovable), Python and SQL (AI-assisted), Google Apps Script

Commercial & Project: Go-to-market strategy, B2B account acquisition, international vendor partnerships, gross margin improvement, P&L awareness, stakeholder management, Agile delivery, KPI setting, budget ownership

Platforms & Tools: Shopify, eBay Seller Hub, eBaymag, Google Analytics, HubSpot, Jira, Asana, Meta Ads Manager, Advanced Excel

PROFESSIONAL EXPERIENCE

E-commerce & Marketplace Operations Consultant (Independent) | PartsBazar360 & Portfolio Brands

Dubai, UAE | March 2025 - Present

Engaged on a self-sponsored UAE freelance permit; reporting directly to the CEO. Own e-commerce operations across a portfolio spanning fashion, FMCG and real estate; assumed leadership of the automotive parts marketplace business in January 2026, scaling to a 17-storefront eBay network within six months. Two storefront managers and their teams report into me.

- Oversee catalogue and marketplace operations across a **17-storefront eBay network (12 active, 5 in launch)** and 2 Shopify stores, spanning **131,680 unique new and used auto-parts SKUs** - 300-350 international orders per month and **USD 200K in eBay GMV in Q2 2026 alone**.
- Directly operate a dedicated new-parts storefront end-to-end with an **offshore VA team in Pakistan**, replicating 22,000 US listings into **~150,000 active regional listings across 8 marketplaces** (US, UK, Canada, Australia, Germany, France, Spain, Italy) via eBaymag under per-country compliance screening; 4 further storefronts in launch under my ownership.
- Run structured optimisation testing against **eBay's Cassini search algorithm** - listing structure, keyword architecture and promoted-listing spend - and roll proven findings out across the wider store network.
- Recovered cost accountability over **~AED 100,000 of untraceable courier spend** by building a reconciliation model that matched eBay order and tracking exports against carrier invoices across 3 business units - attributing shipping cost to the correct unit for the first time and surfacing billing discrepancies.
- Built an automated listing pipeline that ingests vendor stock lists arriving by email and WhatsApp and syncs them to Shopify, **reducing a 5-6 hour daily manual task to under 5 minutes** and automatically retiring sold-out items to prevent overselling.
- Own **requirements and testing for a PIM build (Vinculum)**, specifying how stock must synchronise across regional storefronts and validating each release - sized to carry a catalogue scaling from a **~200-vehicle dismantling pipeline replenished weekly**.
- Prototyped an internal **eBay-API automation tool end-to-end** (Codex/AWS) - order and listing sync, catalogue enrichment, image sourcing, and automated end/relist cycles to improve Cassini ranking - validating the automation approach now being productised.
- Maintain **vehicle fitment and compatibility accuracy** across the catalogue using the eBay API and MVL catalogue data - the core margin defence in used auto parts, where wrong-part returns destroy unit economics.
- Opened **20+ B2B accounts** (garages and independent parts retailers) for Xteer Engine Oil, generating **AED 40,000** in revenue and converting one-off buyers into a recurring purchase base.
- Cut landing-page load time from **7-8 seconds to under 2 seconds** on the MissItaly UAE Shopify rebuild by removing redundant apps, compressing image assets and stripping unused theme sections; also delivered rebuilds for PartsBazar360 and ArtisticHaul.
- Supervise remote functional teams across customer support, marketplace listing, order preparation, warehousing, parts dismantling and parts cleaning; own a **~AED 30,000/month** marketing budget.

Project Manager - E-commerce & Business Development | Ossloop LLC

Dubai, UAE | January 2023 - February 2025

Day-zero team member building a cross-border limited-edition retail business (sneakers, streetwear, collectibles, cosmetics). Core team of 7 in the UAE plus remote functions in India and Syria.

- Scaled the catalogue from **zero to 150,000 SKUs** by sourcing and onboarding **15+ international vendors** - with the SOPs I authored still being used to expand the catalogue after my departure.
- Designed and deployed a **vendor data scraper** that ingested product listings and imagery from international supplier sites and **auto-refreshed pricing and stock levels every 24 hours**, removing the manual maintenance burden that would otherwise have made a 150K-SKU catalogue unmanageable.
- **Doubled average gross margin from a 25-30% vendor baseline to approximately 60%** by shifting from single-source US procurement to opportunistic multi-source buying - e.g. sourcing a limited-edition Jacquemus handbag at an AED 2,600 landed cost against an AED 6,900 resale price, and Moonswatch models at AED 740 UAE retail against AED 1,800-3,000 international resale.
- **Cut fulfilment lead time to same-day or next-day** on high-demand releases by sourcing from UAE-based resellers at retail plus AED 100-200 rather than importing - protecting margin and delivery speed simultaneously on hype items such as Travis Scott and J Balvin Jordan 1s.
- Grew site traffic **300%** from a near-zero base through targeted Meta campaigns.
- Opened **3 new revenue segments**: B2B wholesale, international vendor partnerships supplying discounted inventory to third-party sellers, and curated collector bundles (multi-pack Supreme decks, Moonswatch series sets) sold worldwide.

E-commerce Manager | OFour.com (UTS ME Group)

Dubai, UAE | June 2019 - December 2022

Progressed from Web Developer to functional owner of end-to-end digital operations for a cross-border limited-edition retail platform (sneakers, electronics, streetwear, luxury fragrance, collectibles) selling into the UAE, GCC, UK and US. Peak trading: AED 2.8M revenue in a single month (Ramadan 2021).

- **Cut per-delivery cost from AED 28 to AED 16-20 (up to 43%)** by replacing the incumbent courier - retained on assumption rather than analysis - and negotiating discounted contract rates directly with DHL and UPS across local and international lanes.
- **Compressed GCC delivery lead time from 5-6 working days to 1-2 days** by benchmarking live carrier transit performance over a two-week trial, then authoring a country-by-country **carrier routing SOP** (US via UPS, UK and KSA via DHL) matching each lane to its fastest carrier.
- **Increased site traffic 250% and conversion rate 45%** between mid-2020 and 2021 by deploying abandoned-cart recovery flows, saved-details one-click checkout, a competitor price-matching protocol, a call-centre SOP for following up leads while still hot, and value-add gifting on high-value orders - culminating in the AED 2.8M Ramadan 2021 trading month.
- Onboarded **50+ suppliers generating AED 1.5M in annual revenue**, expanding the assortment from sneakers into electronics, limited-edition apparel, luxury fragrance and collaboration snacks; ran back-to-back fulfilment on long-tail SKUs and bulk-stocked fast movers.
- Led and coordinated an in-house and remote development team, an external marketing agency, a customer service team (tickets, live chat, call centre), warehouse operations and an in-house Dubai delivery fleet; set feature-delivery KPIs and timelines, and ran interviewing, hiring and performance management.

Web Developer | UTS ME Group / OFour.com

Dubai, UAE | November 2016 - May 2019

- Built and launched client websites for UTS ME Group, then led the technical rebuild and rebrand of HomeBazar.com into OFour.com - pivoting the business from a manual local-vendor marketplace into a curated limited-edition retail platform, and becoming the operational owner of the platform I had helped build.

Sales Associate - Canon Middle East | National Store LLC

Dubai, UAE | September 2014 - October 2016

- Exceeded sales targets by an average of 15% for Canon imaging products in high-volume retail environments.

CERTIFICATIONS

- **Google Project Management Professional Certificate** - Google / Coursera, 2025
- **Google Digital Marketing & E-commerce Professional Certificate** - Google / Coursera, 2025
- **Global Procurement and Sourcing Specialization** - Rutgers, The State University of New Jersey, 2025
- **Google UX Design Professional Certificate** - Google / Coursera, 2025

EDUCATION

Bachelor of Commerce (B.Com) | Osmania University, India | 2022

Completed via distance education alongside full-time employment in Dubai.

ADDITIONAL

- **UAE Status:** Self-sponsored freelance permit valid through April 2027 - no employer visa sponsorship required; available for immediate start.
- **Driving Licence:** Valid UAE LMV licence.