BARAQAH

UMER MUGHAL

Head of E-Commerce & Growth I AI-first

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SCAN: PORTFOLIO + 10 AI ADS



AED 1.3M	0 → 70K	10+ channels	20 people
Annual D2C revenue, +110% YoY	AED monthly, in 8 weeks	Amazon, Noon, Carrefour, Shopify	Largest team, 7 direct reports

PROFESSIONAL SUMMARY

E-commerce leader with 6+ years building and scaling online retail across the UAE, Saudi Arabia, Pakistan and the UK, now based in Tashkent with work authorization and running BARAQAH, a web and AI content studio. Grew a D2C channel from AED 30K to AED 110K per month (AED 1.3M annually) and launched three brands from zero to AED 50K–70K monthly within 90 days, leading teams of up to 20. Pairs Amazon, Noon and Carrefour marketplace operations with direct China sourcing, the import-and-launch model behind growth on Uzum, Asaxiy and Olcha. AI-first: builds AI product photos, video ads and automated listings, content and reporting into every workflow. Actively studying Russian.

WORK EXPERIENCE

Founder I BARAQAH (Baraqah LLC), Tashkent, Uzbekistan — Aug 2026 – Present

Web, e-commerce and AI content studio for businesses in Uzbekistan.

- Founded a studio delivering fast multilingual websites (UZ/RU/EN), online stores with Click and Payme, marketplace launch, ads, SMM and online business management.
- Designed and built the studio website: 3D animation, three languages, SEO and structured data, a price calculator and Telegram/WhatsApp lead capture (baraqah-studio.pages.dev).
- Directed and produced 10 AI video ads and a product photo library across perfume, coffee, restaurant, real estate, FMCG, tech, fashion and automotive, from concept and script to final edit (Higgsfield, Seedance, Nano Banana).
- Built cinematic 3D concept websites for real estate and restaurant brands with scroll-driven video, tuned for smooth mobile performance.

Independent E-Commerce Consultant I Self-employed, Pakistan / UK — Mar 2025 – Jul 2026

Clients: Mariam Malik London, The Vape Guys, Habib Foods. Own brand: Aurra Essence.

- Took Mariam Malik London from no online presence to PKR 700K in monthly revenue within two months of launch.
- Built and launched thevapeguys.pk and habibfoods.pk, covering site structure, product segmentation, on-page SEO and checkout flow.
- Founded aurraessence.com, a D2C fragrance brand, running China sourcing, packaging, pricing, storefront and paid media in-house.
- Used GA4 funnel analysis to find checkout drop-off and prioritise fixes on every client account.
- Automated product listings, descriptions and customer messaging with ChatGPT and Claude, speeding up content delivery on every client store.

E-Commerce Manager I Rose Advertising, Dubai, UAE — Jan 2024 – Jan 2025

- Built the B2C e-commerce channel from scratch and grew revenue from AED 30K to AED 110K per month: 70% in the first quarter, 110% YoY, AED 1.3M annually.
- Expanded onto Amazon and Noon in the UAE and Saudi Arabia, opening cross-border fulfilment and a second revenue market.
- Managed up to AED 25K per month across Google Ads, Amazon Sponsored Ads and social, optimising bids and creative to ROAS targets.
- Lifted conversion rate and repeat purchase through CRO testing, pricing strategy and UX changes on product and checkout pages.
- Cut operating and marketing costs by 20% by rebuilding the budget model and automating manual order-processing steps.

WORK EXPERIENCE (CONTINUED)

E-Commerce Business Development Manager | Happy Pet Gulf Trading LLC, Dubai, UAE **Feb 2023 – Jan 2024**

- Launched the online business from zero to AED 70K per month within two months, then doubled total sales over ten months.
- Opened and scaled six sales channels: Amazon, Noon, Carrefour, Shopify, Dubai Store and Petsetgo.
- Built B2C and B2B storefronts (happypetgulf.com, gulf.happypet.biz) and ran full product launches and channel expansion.
- Led the Zoho Inventory rollout, automating order processing and syncing stock across every sales channel.
- Managed four direct reports within a 17-person commercial team covering digital marketing, inventory and logistics.

E-Commerce Executive | Khaleej Pack, Dubai, UAE **Mar 2021 – Jan 2023**

- Grew a new online channel from zero to AED 50K per month within three months of launch.
- Selected products through market and competitor analysis, then designed packaging and listings for Amazon, Noon and Carrefour.
- Owned daily operations: sales reporting, order processing, shipment creation and delivery coordination across all platforms.
- Planned inventory to keep every channel in stock without overbuying, and ran Google Ads and Meta campaigns to build traffic.

E-Commerce Virtual Assistant | Enablers, Lahore, Pakistan **Jan 2020 – Feb 2021**

- Supported multiple Amazon sellers from product research to scaled sales across the full account lifecycle.
- Sourced launchable products through market analysis and direct negotiation with Chinese manufacturers on MOQ and unit price.
- Wrote SEO-optimised listings, managed PPC to hold ACoS, and handled FBA shipments and account health.

Business Development Manager | Subhan Traders, Gujranwala, Pakistan **Jan 2018 – Dec 2019**

- Led a 20-person plastics manufacturing operation with seven direct reports across sales, production and supplier relations.
- Reduced costs by 30% by reworking procurement and production processes.
- Negotiated supplier and client contracts that expanded the business into new industrial accounts.

SKILLS

AI Creative Production: AI product photography, AI video ads and Reels, UGC and AI-presenter ads, ad scripting and editing
Web Development: Shopify and WooCommerce stores, WordPress, 3D and animated websites, multilingual SEO, UX, Cloudflare Pages
Tracking & Analytics: GA4 and GTM setup, conversion tracking, funnel analysis, Google Merchant Center feeds, KPI reporting
E-Commerce & Growth: Marketplace launch and scaling, listing optimisation, CRO, pricing, PPC and ROAS
AI & Automation: E-commerce workflow automation, AI listing and copy generation, prompt engineering, AI research
Sourcing & Operations: China sourcing (Alibaba, 1688), supplier negotiation, landed-cost modelling, inventory forecasting
Leadership: Team management, P&L ownership, cross-border market entry, stakeholder reporting
Languages: English (fluent), Urdu (native), Russian (basic, in active study), Mandarin Chinese (elementary)

PLATFORMS

Marketplaces: Amazon Seller Central (UAE, KSA, US), Noon, Carrefour, Namshi, Mumzworld, Sharaf DG, Dubai Store, Petsetgo
Storefronts & CMS: Shopify, WooCommerce, WordPress, Zoho Commerce
Advertising: Google Ads (Search, Display, Shopping), Amazon Sponsored Ads, Meta Ads Manager
AI Tools: ChatGPT, Claude, Gemini, Grok, Higgsfield, Seedance, Nano Banana, Kling
Tools: GA4, Google Tag Manager, Helium 10, Jungle Scout, Zoho Inventory, Zoho Books, Excel

EDUCATION

Intermediate in Computer Science (ICS) | Gujranwala, Pakistan | 2016 – 2018 | Coursework completed only.
Secondary School Certificate | Gujranwala, Pakistan | 2016

CERTIFICATIONS

Amazon Sponsored Ads, Amazon (2022) | **Google Ads: Search and Display**, Google (2022) | **Amazon VA Masterclass**, Enablers (2019)

ADDITIONAL INFORMATION

Nationality: Pakistani | Work authorization: Uzbekistan | Driving licence: UAE and Pakistan | Availability: immediate