

Rasheed Ismail

Over a decades experience in the digital commerce ecosystem with a lead role in process design, data analysis & marketing

Digital Resume & Portfolio

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Professional Experience

UrbanFox (2018 - 2024) Deputy Manager Channel Management

Business Development

- Developed and led digital strategies in a newly established channel which saw sales grow from 0 to a million dollars within the first year of operations.
- Managed negotiations to onboard and build relations with strategic partners and dozens of suppliers. This includes successfully signing a B2B partnership with Alibaba.

Process/Technology Initiation

- Conceived marketing services package consisting of social media strategy, SEO, SEM and offline activation, which was adopted by the company.
- Established automated solutions to streamline processes helping slash some daily tasks time by up to 75%, and lowered resource requirements for a growing business.
- Implemented data-driven decision-making processes for sales optimization, forecasting and reporting. This includes building data visualizations such as BI Dashboards for internal and external use.

Team Lead

- Lead team including marketing executives, merchandisers, designers and managers handling e-commerce accounts including B2C marketplaces.
- Successfully converted offline B2B sales to an online process for a major brand which served both distributors and retailers, with annual sales in the millions.

Saamaanu Pvt Ltd (2013 - 2018) Co-Founder & Marketing Manager

Strategizing and Planning

- Conceptualized and actualized digital strategy which helped grow new business from scratch to carry hundreds of best-selling products across over a dozen categories.
- Managed multiple projects to help increase efficiency, productivity and revenues. One notable project includes using market gap studies to plan stock buying and establishing collection points across the market. This helped improve fulfillment efficiency by over 200% in terms of resource cost.

Marketing and Growth

- Experience on a wide array of campaigns from getting the first followers (grew social followers to 10% of target markets), to running website SEO (website reached first page on Google for multiple keywords) and SEM Ads (display, shopping and Youtube).
- Collaborated with vendors and regulatory bodies to introduce e-commerce to retailers which resulted in MoM uplift in new seller onboarding by over 25%.

UX/UI and Graphic Design

- Built product roadmap and led cross-functional team for website redesign based on analytical data / customer feedback. A notable project includes revamping the site to cater for pre-orders, bulk purchasing and options for shipping mode selection, resulting in over 150% increase in sales revenues.
- Familiar with creative visual techniques and have personally completed multiple design projects including video content.

OGI Pte Ltd (2011 - 2015) Design Engineer

- Design engineering calculations and drawings for offshore pipelines.
- Project planning, scheduling and auditing.

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Education

National University of Singapore (2023 - 2023)

Professional Certificate Business Analytics and AI for Finance, Retail and Supply Chain

Using Business Analytics to Answer Business Questions, Strategy, Fundamentals of Investing, Leveraging Technology & more.

Supply Chain Asia Community (2019 - 2020)

Advanced Certificate in eCommerce Supply Chain Management

Supply Chain Management, Impact of Industry 4.0 and Emerging Technologies & more.

University College Dublin (2011 - 2013)

M. Sc. Management

Business Policy, Planning & Decision Making, Project Management, Corporate Financial Management & more.

Nanyang Technological University (2006 - 2010)

B. Eng. Environmental Engineering

Civil Engineering Management, Integrated Environmental Management, Water Supply & more.

Skills

Professional & Educational Exposure Extensive experience from different fields including engineering, marketing and business management.

Data Manipulation and Visualization

- Spreadsheets Excel / Google Sheets
- Data Visualization PowerBI / Looker Studio / Tableau

Marketing and Design

- Design Adobe Suite Graphic Design and Video / Figma / AutoCAD
- Ad Managers Meta Ads / Google Analytics & Ads
- Web Development Magento (Adobe Commerce), WooCommerce, Shopify, Wix
- Content Management Canva / Mailchimp / Trello / Adobe Experience Manager

Business Management

- ERP and CRM SAP S/4HANA / Salesforce
- Team Macromanagement / Team Player & Leader

Self-learning & Projects Among many self-learning endeavors, the most notable is from my time building my own SaaS business website askavendor.com (details in digital portfolio) where I worked on multiple programming & data modeling and greatly developed critical thinking & planning skills.

Programming and Database

- Programming Python / Javascript / PHP / VBA / Kotlin / Swift
- Web Development HTML / CSS
- Database Management MySQL
- Cloud AWS / Google Cloud Storage / DigitalOcean
- App Development Android Studio / Xcode

Soft Skills Adaptable / Creative / Team Player / Quick Learner / Motivated

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