



**SIJIN. K . SIVADAS**  
E-COMMERCE SPECIALIST

**PROFILE**

An experienced talent acquisition professional who is committed to continuous improvement, capable of working under pressure, both as a project and people manager, whilst skilled in meeting and exceeding demanding targets.

Five years experience in the UAE has taught me a great deal about resilience, adaption and transformation.

Having gained invaluable experience in e-commerce and talent acquisition in both in-house and agency environments in many high-profile companies, I am driven by a fervent work ethic and genuine desire for self-improvement.

**Reach me at**  
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Dubai - UAE

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**References:** TBA as per request.

**CORE SKILLS**

- SEO - Analyzing (Organic & Paid)
- SEM - Marketing
- Social Media Optimization
- KPI - Planning
- Content Management System Admin
- E-mail Marketing
- Newsletter Creation
- Graphic Designing
- Video Making
- Illustrator - Advanced
- Photo Shop - Advanced
- Premier Pro - Advanced
- After Effects - Advanced
- Film Ora - Advanced
- Google Analytics
- Google Adwords

**EMPLOYMENT HISTORY**

**Canapprove Immigration Consultancy L.L.C**  
**Digital Marketing Team Leader - (2021)**

Handling all types of Digital campaigns in Middle East region and cordinating digital team activity as a Team leader.

**Spider Business Consultancy - Digital**  
**Marketing Specialist (2019 - 2021)**

To be responsible for determining the format and features of the website in order to maximize clarity and ease of navigation for customers. They will liaise with the web designers to develop and alter the website needed.

**Ultra Tourism & Travel - E-Commerce Specialist Cum**  
**Graphic Designer (2018 - 2019)**

To be responsible for determining the format and features of the website in order to maximize clarity and ease of navigation for customers. They will liaise with the web designers to develop and alter the website as needed.

- Direct and focus the daily activities of the Website handling & Graphics.
- SEO Analyzing on a E-Commerce Website (Organic & Paid).
- Handling Social Media Promotions and E-mail marketing.
- Daily Analyzing on Google Adwords & Google Analytics.
- Total Inventory control of an E- Commerce Portal (CMS - Admin)
- Maintaining the documents of daily transactions in the field of Social Media Promotions.
- Responsible for the inventory and its daily reporting.
- Prepare and submit creative designing for social media promotion.
- Over all control one project based on Marketing & Graphics
- Develop and manage relations with relevant department heads.
- Responsible for working what I am doing.

**Al Rais Travel & Shipping - Graphic Designer Cum**  
**Web Administrator (2015 - 2017)**

- Total Inventory control of a Static Website as a CMS Admin.
- Making Attractive flyers for Printing and social media promotions.
- Handling E-mail marketing.
- Responsible for the inventory and it's daily reporting.
- Prepare and submit creative designing.
- Direct and focus the daily activities for Website & Graphics.
- Over all control one project based on Graphics.
- Manage relations with relevant department heads.

**Pearl Studio - Dubai (2012 - 2014)**

- Control of a Photo Printing Machine and a Photo Studio.
- Making Attractive Photographs and Graphic Designing.
- Manage Re Touching of a Modeling Photography.
- Manage Product Photography.
- Submitting the daily reports of Printing.
- Manage relations with relevent department heads.