

AAMIR LATIF

ECOMMERCE MANAGER - Brand optimization, Product Marketing & Consultant

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📍 Ontario

in [LinkedIn](#)

SKILLS

- **E-commerce Platforms:** Shopify, Amazon Marketplace, Conversion Rate Optimization (CRO), A/B Testing
- **Digital Marketing & Advertising:** Meta Ads, Google Ads, Influencer Marketing, SEO, PPC Campaigns
- **Email & Retention Marketing:** Klaviyo, SMS Marketing, Customer Segmentation, Campaign Optimization
- **Business Growth & Strategy:** Revenue Scaling, CAC Reduction, Sell Strategies, Client Management
- **Project Management & Analytics:** HubSpot, Asana, Slack, Google Analytics, TrueRoas, Figma, Canva

WORK EXPERIENCE

E-Commerce Consultant

May 2024 – Present

Plant up Foods

Toronto

- Directed e-commerce strategy development, leveraging data analytics tools such as Google Analytics, and conversion rate optimization (CRO) tactics, leading to a 40% increase in online sales across Canada and the USA.
- Managed the selection and onboarding of agencies for e-commerce development, & paid media, optimizing ROI through 40% media performance tracking tools like Google Tag Manager, Facebook Ads Manager, and CRM.
- Spearheaded UI optimization, utilizing A/B testing, heatmap analysis with Hotjar and Optimizely, along with multivariate testing, resulting in a 25% improvement in conversion rates, engagement, and overall user experience.
- Introduced marketing integration, enhancing audience reach and traffic by 15% across digital touchpoints.

Owner

October 2023 – Present

Media Genius

Toronto

- Launched and led an email marketing agency specializing in Klaviyo, leveraging customer segmentation, predictive analytics, and behavioral triggers to improve retention rates by 35% for diverse e-commerce clients.
- Engineered and optimized core email flows such as cart abandonment, post-purchase, welcome series, and VIP campaigns, increasing email open rates by 18%, click-through rates (CTR) by 22%, and 20% conversion rates.
- Conducted A/B testing with Klaviyo's split-testing feature, improving customer engagement by 28%, segmenting user behavior and optimizing AOV through personalized, data-driven email promotions and content.
- Developed & designed content strategies, enhancing customer interaction and boosting engagement by 25%.

Owner / Marketing Manager

August 2019 – February 2024

Empress Nails

India

- Boosted daily revenue from \$100 to \$2,500 in six months by orchestrating high-impact Meta Ads, Google Ads, and influencer marketing campaigns, leveraging ad targeting strategies, resulting in a 200% growth in sales.
- Led a cross-functional team of 12, implementing pricing strategies, upsell and cross-sell techniques, and customer behavior analysis, enhancing AOV by 25-30% and improving operational efficiency through optimization.
- Streamlined inventory and supply chain management, reducing shipping costs by 25%, optimizing cash flow by 30% through process improvements, and a reduction in bottlenecks, measured by internal KPIs and analysis.
- Introduced loyalty programs & referrals, boosting customer retention & driving 20% more repeat business.

Marketing / Customer Success Manager

August 2015 – May 2021

Megawheels

India

- Amplified annual revenue from \$40,000 to \$350,000 in 24 months by executing data-driven sales and marketing strategies, securing multi-million-dollar contracts with top-tier clients like Hamleys, Toys R Us, and Tata Trent.
- Derived national distribution expansion, increasing store partnerships by over 60 outlets across India, boosting product accessibility, and brand recognition by 300% through strategic partnerships and channel diversification.
- Enhanced operational efficiency by implementing weekly financial reporting systems, utilizing ERP software, improving decision-making through cost-benefit analysis, and reducing costs through inventory optimization.
- Implemented marketing automation tools and CRM, achieving a 20% reduction in lead conversion time rate.

Marketing / Customer Success Manager

July 2009 – May 2015

Metelegance

UAE

- Orchestrated key sales initiatives, securing high-profile projects for luxury brands such as Chanel, Tom Ford, and Burj Khalifa, leveraging CRM tools and pipeline management to increase 35% in revenue capacity.
- Expanded business into India, establishing partnerships with major corporations like Shapoorji Pallonji, Raheja, & Rustomjee, scaling operations and securing contracts, contributing to a 40% increase in market share.
- Improved sourcing processes by forming strategic alliances with stainless steel suppliers, auditing international production facilities, and optimizing procurement processes, ensuring 40% consistent product quality.
- Strengthened brand programs, increasing repeat customer rates by 18% and enhancing customer retention.

EDUCATION

Degree in Commerce and Business

July 2006 - August 2009

University of Mumbai, India