



ALVIN FERNANDES

E-Commerce and Marketing

Results-driven professional with a year of experience in **digital marketing** and **e-commerce**. Adept at delivering exceptional customer experiences, I successfully managed an e-commerce project, leveraging **market research** and competitive benchmarking to identify growth opportunities. Proficient in utilizing **SEO tools** and conducting **data analysis**, I create engaging **social media content** and **optimize website performance**. Additionally, I implement **quality control measures** to ensure website operation and enhance customer satisfaction. With my skills in digital marketing and e-commerce, I am confident in my ability to contribute to team success.

WORK EXPERIENCE

E-Commerce Intern

Landmark Group Babyshop | Oct 2022 - Jan 2023

- Successfully implemented product listing, sorting of product categories, pricing, product descriptions, product images on the Babyshop website.
- Liaised with suppliers to ensure that all necessary information is accurately displayed on the website, strengthening our relationship and improving the customer experience.
- Worked on a project to analyze competitors' websites and used the findings to enhance our own product categories and website content. This resulted in significant improvements in online sales and overall customer experience.
- Produced Quality Control reports to identify errors and ensure the website is up to standard, improving our customer service

Content Strategist Intern

Apparel Group | Jun 2022 - Aug 2022

- Developed engaging content for the brand's Instagram account resulting in a 35% increase in engagement rate for Instagram stories.
- Recommended a social media strategy and worked closely with the Content Marketing Manager to generate new blog post ideas and represent the voice of the customer.
- Conducted research for the sustainability page on the website and designed a website wireframe to improve user experience.
- Created and edited blog articles using SEO tools like Ubersuggest and Keyword anywhere. Identified and analyzed trends related to the search engines to optimize the content pages.
- Designed content using Canva and proposed new concepts and ideas for the website development and Instagram account.

Administrator

Rosha Trading LLC | May 2019 - July 2019

- Handled data information and assisted managers with clerical work.
- Worked on publishing products online at Amazon, Mumzworld and baby shop. Used MS excel to enter relevant product content to increase conversions.
- Performed copywriting by writing product descriptions and persuading through written word on different e-commerce platforms.

EDUCATION BACKGROUND

BA Hons Marketing

Middlesex University Dubai

Achieved Upper second class honors (Merit)

CONTACT

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📍 Discovery Garden, Dubai, UAE

SKILLS

- MS Excel, Word and PPT
- Canva Design
- PLM software
- Data Analysis
- Copywriting
- Creative Ideation
- Strong Communication skills
- Team work
- Project Management
- Quality Management

LANGUAGE

English, Hindi, and Arabic

CERTIFICATIONS

- Google's Fundamentals of Digital marketing
- Certification for completion of University volunteering

VOLUNTEERING EXPERIENCE

- Middlesex University events and clubs. Core team member.
- Walk for Antithesis
- Clean Up Drive

INTERESTS

- Writing blogs, stories & poetry
- Reading Business and Finance books
- Editing and designing posts and videos
- Volunteering for organizations and Clubs

WEBSITE PORTFOLIO

<https://alvinfernandes2001.wixsite.com/styles-scale/my-sample-portfolio>