

Greetings,

With this letter and the attached profile, I would like to express my sincere interest in the E-commerce and Digital Marketing courses. As an accomplished and results-oriented professional with 10+ years of experience driving digital marketing success for various national and international ecommerce companies of different industries. I possess a wide range of domain knowledge and expertise that will allow me to contribute toward training individuals in the aforementioned niches.

My background lies in successfully conceptualizing and implementing innovative digital marketing initiatives to drive market impact and expansion of product, services, program, and campaign launch and development efforts. With comprehensive experience driving strategic campaigns from launch through execution—as well as my background in both digital and traditional media channels—my established ability to enhance brand awareness and lead generation prepares me to significantly impact the learning of trainees of E-commerce and Digital Marketing.

The following achievements demonstrate my qualification for this position:

- Propelling product introduction, program development, market penetration, and successful overall marketing initiatives to stimulate revenue growth and business development for multiple national and international companies.
- Working in an executive-level internal role as well as in a consultancy capacity for high-level companies including United Leather Industries, VELO Boxing UK, Accent Event Rentals (USA), Imperial Décor (USA), Pakistan Youth Hostels Association, Tapoos LLC. (Dubai), Princeton College (Canada), Swanson Center (USA), Associated Press of Pakistan (Government of Pakistan), Ministry of Foreign Affairs (Government of Pakistan), UNIDO, UN Women and UltraSpectra are a few to mention.
- Realizing a 42% increase in online product sales for VELO Boxing (UK) with a ground up approach following implementation of social media marketing strategy including Amazon UK and eBay UK E-commerce channels.
- Launching a complementary partner website for TrulyPakistan, attracting more than 3 million unique site visitors in just four months from USA, EUROPE, and PAKISTAN.
- Incubating multiple E-commerce channels on Daraz, Amazon, EBay and Shopify to help establish a sustainable online ecommerce stores for individuals.
- Spearheading the development of highly effective marketing collateral—including both print and Web-based vehicles—to ensure optimal messaging and positioning.

- Demonstrating effective communication, organization, research, and time management abilities.
- And many more...

My proven success consulting with major companies to achieve marketing goals and objectives, along with my comprehensive expertise in developing strategic initiatives and programs throughout all levels of the marketing and ecommerce cycle, will contribute immensely to the success of these training programs. Thank you for your consideration; I look forward to speaking with you soon.

Sincerely,  
M. ZunNurain Khalid

Digital Marketing and Ecommerce Trainer