

SABHA RAHMAN TOUSHON

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SUMMARY

A highly dedicated and innovative professional seeking a role that balances creativity with a structured work environment. Passionate about tackling challenges with discipline and strategic thinking, I thrive in positions that offer the freedom to innovate while allowing me to demonstrate my capabilities and drive meaningful impact.

WORK EXPERIENCE

E- Business Coordinator | Singer Bangladesh Ltd, Head Office
Jan 2026 - Present

- Manage and optimize product listings across multiple E-Business platforms.
- Ensure compliance with platform-specific policies, guidelines, and regulations for all marketplace accounts.
- Monitor account health metrics such as seller ratings and feedback, taking corrective actions as required.
- Create and maintain SEO-optimized product descriptions, titles, and images to enhance search visibility and conversion rates.
- Regularly update product information, pricing, and inventory levels for consistency across marketplaces.
- Conduct keyword research to improve product discoverability and rankings.
- Analyze sales data, traffic, and conversion metrics to identify trends and growth opportunities.
- Generate weekly/monthly performance reports, covering sales, customer reviews, and return rates.
- Monitor inventory levels to prevent stockouts and overstock situations.
- Address customer inquiries, complaints, and return requests promptly and professionally.
- Monitor and respond to customer feedback and reviews to maintain a positive brand image.
- Work closely with the customer service team to enhance customer satisfaction.
- Coordinate with marketing teams to align marketplace promotions with overall marketing strategies.
- Build and maintain relationships with marketplace representatives and vendor partners.
- Negotiate terms, fees, and promotional opportunities with marketplace platforms.

Executive, Digital Ad Operations | ServicEngine BPO [SEBPO]
Nov 2021 - Dec 2025

- Responsible for digital Ad trafficking, Ad validation and quality assurance, encompassing billing and campaign management.
- Engaged in gaining in-depth knowledge about campaign management, including brainstorming strategies to solve critical problems for a smooth campaign.

EDUCATION

Bachelor of Business Administration — **2017 - 2020**
Daffodil International University

Major in Finance
CGPA: 3.64 (Out of 4)

HSC — **2016**
Govt.Debendra College, Manikganj
Group : Business Studies
GPA : 3.92 (Out of 5)

SSC — **2014**
Manikganj S.K Govt. Girls High School
Group : Business Studies
GPA : 4.50 (Out of 5)

CERTIFICATION

Programmatic Certification - MediaMath Academy Google Ads and Analytics Certification - Google Simpli.fi Platform
Certification Institution - Simpli.fi

PROFESIONAL SKILL

- Compatible with MS Office, Google Workspace, Zoom and Slack Compatible with Adobe Photoshop, Adobe Illustrator
- Team Management
- Analytical and critical thinking with problem-solving
- Quick adaptation skill

REFERENCE

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