

Mustafa Tajmahal

Head of Marketing & Growth | Director of Operations | E-commerce Strategy Leader

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Professional Summary

Results-driven Operations Leader with over 20 years of progressive experience across the technology and e-commerce sectors. Proven expertise in strategic project management, operational excellence, and team leadership, with a strong track record of driving revenue growth, enhancing process efficiency, and delivering business transformation. Skilled in digital marketing, data analytics, and compliance management, with a solid foundation in Agile methodologies and cross-functional collaboration. Adept at leading high-performing teams, optimising workflows, and implementing innovative solutions to achieve measurable business outcomes.

Core Competencies

- Digital Marketing Strategy
- Revenue Growth Strategy
- KPI & Performance Management
- Cross-functional Team Management
- Project Management (Agile/Scrum)
- Team Leadership & Development
- Business Process Optimisation
- Strategic Planning & Execution
- Operational Excellence
- Data-Driven Decision Making
- E-commerce Operations
- Budgeting & Financial Forecasting
- Risk & Compliance Management
- Stakeholder Management

Technical Skills

- **E-commerce Platforms & Tools:** Shopify, Amazon Seller Central, Google Merchant Centre
- **Analytics & Data Visualisation:** Google Analytics, Microsoft Clarity, Google Data Studio, Tableau, Microsoft Excel (Advanced), Hotjar, Crazy Egg
- **Digital Marketing & SEO Tools:** Google Ads (AdWords), Facebook Ads Manager / Meta Ads, Mailchimp, HubSpot Marketing Hub, SEMrush, Ahrefs, Moz, GetResponse
- **A/B Testing & CRO:** Optimizely, Google Optimize
- **Project & Task Management Tools:** ClickUp, Jira, Asana, Monday.com, Slack
- **Design & UX Tools:** Adobe Creative Cloud (Photoshop, Illustrator), Canva
- **CRM & Sales Tools:** HubSpot CRM, Zoho CRM, Salesforce
- **Methodologies:** Agile Project Management, Scrum

Key Achievements

- **Revenue Growth and Market Expansion:** Successfully increased monthly revenue from £700K to £1.9 million within two years by executing targeted digital marketing strategies, enhancing conversion funnels, and expanding operations across 12 markets in the UK and Europe.
- **Team Development and Leadership:** Recruited, mentored, and led high-performing teams across marketing, development, design, and quality assurance. Focused on both paid and organic channels including Google Ads, Facebook Ads, SEO, and email marketing to drive campaign effectiveness and team collaboration.
- **Operational Efficiency and Tool Proficiency:** Achieved a 350% improvement in operational efficiency by streamlining workflows and optimising core processes. Demonstrated advanced proficiency in leading project management and marketing tools.
- **Employee Retention and Performance Management:** Attained the highest retention rate in the production department by introducing simplified operational procedures and establishing a structured one-to-one performance review framework. Promoted a collaborative work culture with clear accountability and development pathways.

Professional Experience

E-commerce and Marketing Manager | Beauty Triangle International | Remote | Dec 2024 – Jun 2025

- Developed and executed data-driven e-commerce strategies to drive online sales, improve conversion rates, and enhance customer retention.
- Managed end-to-end digital marketing campaigns across SEO, PPC, email marketing, and social media to increase traffic and brand visibility.
- Oversaw online merchandising, pricing strategies, and promotional planning to maximise revenue and profitability.
- Analysed website performance using tools like Google Analytics and Microsoft Clarity to optimise user experience and conversion funnels.
- Led cross-functional teams including content, design, and development to ensure alignment with commercial objectives and brand guidelines.
- Implemented A/B testing and CRO best practices to improve website performance and campaign effectiveness.
- Managed third-party platforms, marketplaces, and affiliate networks to expand reach and diversify revenue streams.
- Monitored KPIs and marketing ROI, preparing performance reports and strategic insights for senior stakeholders and directors.
- Maintained compliance with data protection regulations and ensured adherence to industry standards in all campaigns.
- Researched market trends and competitor activity to inform digital strategy and identify growth opportunities.

Head of Operations | Comfort Click Softech Pvt Ltd | Hyderabad | Dec 2023 – Feb 2024

- **Strategic Operations Leadership:** Directed daily operations by executing short- and long-term strategies aligned with business goals and revenue targets.
- **Business Planning & Profitability:** Defined and communicated a clear organisational vision to support sales growth and profit optimisation.
- **Team Leadership & Talent Development:** Recruited, trained, and led cross-functional teams, fostering a high-performance culture through effective people management.
- **Performance & KPI Management:** Introduced performance metrics and feedback systems to ensure alignment with strategic objectives and improve team outcomes.
- **Process Improvement & Operational Efficiency:** Drove workflow optimisation and continuous improvement initiatives to boost efficiency and achieve key targets.
- **Data-Driven Decision Making:** Leveraged analytics to assess performance, uncover insights, and guide strategic adjustments for operational success.
- **Internal Communication Management:** Strengthened cross-departmental collaboration by establishing clear communication channels and regular team alignment sessions.

General Manager | Darshan Soft-tech Pvt Ltd | Vadodara | Feb 2022 – Nov 2023

- **Revenue Growth Strategy:** Executed long-term growth initiatives to maximise revenue and expand market presence through strategic planning and opportunity analysis.
- **Profitability & Risk Management:** Monitored key performance metrics and applied corrective actions to enhance profitability and reduce operational risk.
- **Multi-Channel Sales Leadership:** Increased sales by optimising both digital and traditional sales channels, boosting customer acquisition and market share.
- **Operational Efficiency & Quality Improvement:** Designed and implemented systems to streamline processes, improve service quality, and support operational excellence.

Operations Manager | Darshan Soft-tech Pvt Ltd | Vadodara | Feb 2019 – Jan 2022

- **Operational Efficiency & Target Delivery:** Streamlined operations and implemented efficient processes to consistently meet performance targets and improve cross-departmental productivity.
- **Strategic Leadership & Business Alignment:** Provided clear organisational direction aligned with corporate goals, driving growth in sales, revenue, and profitability.
- **Best Practice Implementation:** Developed and embedded operational best practices to enhance performance and ensure strategic alignment across functions.
- **Process Optimisation & Data Analysis:** Applied data-driven analysis to identify process gaps, delivering improvements that increased efficiency and supported business objectives.

Project Manager | Darshan Soft-tech Pvt Ltd | Vadodara | Nov 2005 – Jan 2019

- **Project Manager – Strategic Project Delivery:** Planned and executed strategic project initiatives, aligning teams and stakeholders to ensure timely delivery. Managed budgets and forecasts for e-commerce projects, mitigated risks, and oversaw system builds to enhance platform performance.
- **Project Lead – Risk & Progress Management:** Monitored project milestones, resolved issues proactively, and maintained cost and resource control to meet financial and delivery targets. Acted as primary liaison for project communications.
- **Operations Manager – Workflow & Reporting:** Analysed departmental workflows using data-driven methods and generated comprehensive management reports to inform strategic decisions and policy planning.
- **Branch Manager – Web Operations & Team Leadership:** Directed daily website operations, mentored teams to exceed performance goals, and improved productivity through process alignment with business targets.
- **Project Manager – Web Operations & Team Performance:** Managed all operational aspects of digital projects, developed staff performance plans, and consistently exceeded KPIs through strong team leadership and stakeholder reporting.
- **Web Design Team Lead – Brand & UI Consistency:** Maintained brand consistency across websites by creating user-centred designs and collaborating with design teams to deliver engaging and aligned visual content.
- **Senior Web Designer – Creative Web Solutions:** Delivered innovative and user-friendly web designs aligned with brand guidelines. Partnered with developers to implement responsive layouts and integrated payment solutions to enhance e-commerce functionality.

Senior Web Developer | Shrink eTechnologies Pvt. Ltd. | Surat | Apr 2005 – Oct 2005

- **Client Website Management:** Oversaw website operations for corporate clients, ensuring brand consistency and optimal user experience. Delivered prompt technical support and troubleshooting to maintain seamless site performance.

Senior Web Designer & Graphics Animator | JB Infosys Pvt. Ltd. | Surat | Jan 2000 – Mar 2004

- **Technology & Market Trend Analysis:** Monitored emerging web technologies and digital trends to identify growth opportunities and maintain market competitiveness.
- **Pre-Project Planning & Technical Evaluation:** Conducted pre-project analysis and usability assessments to ensure the delivery of intuitive, high-functioning user interfaces.
- **Strategic Project & Web Planning:** Led end-to-end project and web strategy planning, ensuring timely delivery of high-quality, client-focused digital solutions.

Education

BCA | NIBMT | New Delhi | 2011

Certifications

- Certification in Computing | IGNOU | 2001
- Higher Diploma in Software Engineering | Aptech Computer Education | 2000
- Talent Show Competition | Aptech Computer Education | 1999
- Management Course | Aptech Computer Education | 1998
- On Job Training | Aptech Computer Education | 1998

Languages

- English - *Native or Bilingual Proficiency*
- Hindi - *Full Professional Proficiency*
- Gujarati - *Full Professional Proficiency*