Ali Karmand

E-commerce & Marketplace Operations Specialist · London, UK

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Professional profile

London-based e-commerce and marketplace operations specialist with around five years of UK experience across Amazon, eBay and WooCommerce and broader management experience spanning healthcare, development and community operations. Hands-on experience covers catalogue, fulfilment, inventory, suppliers, procurement support, customer service, returns, digital systems and marketplace performance in a high-volume electronics environment.

Selected achievements

- Support 300–400 daily orders, rising to around 600 at peak, with approximately 99% on-time dispatch.
- Led research, brand design, technical specification and marketplace launch activity for a CCTV camera brand reaching approximately 18,000 units in annual sales.
- Operate across a channel mix of approximately 40% Amazon, 40% eBay and 20% website and telephone orders.
- Support operations linked to approximately £500k–£700k annual sales.
- Convert around 20% of suitable potential returns into replacements.
- Designed a pre-dispatch intervention that led around 40% of relevant customers to accept a better product alternative.
- Reduced a proposed supplier unit-price increase from $6 to $3.50 through negotiation.
- Support two to three annual product launches, with successful products adding around 15–20 daily orders each.

Core platforms Amazon · eBay · WooCommerce · QuickBooks · WordPress

Marketplace Catalogue · Listings · Cases · Brand Registry · A+ Content · FBA · Advertising · ACoS

Operations Fulfilment · Inventory · Suppliers · Procurement · Returns · Customer service · Process improvement

Systems Microsoft Office · Windows · CRM requirements · workflow tools · Android apps

Languages Persian — Native English — Fluent

Professional experience

2021—Present · London, UK

E-commerce & Marketplace Operations

UK CCTV & electronics retail

- Manage catalogue, listings, customer and order activity across Amazon, eBay and WooCommerce.
- Handle Amazon case management, Brand Registry, A+ Content and FBA shipment workflows.
- Plan inventory using demand, lead times, mean and median sales patterns.
- Coordinate four direct suppliers, product specifications, shortages, defects and commercial negotiations, with exposure to high-value container orders.
- Led development and launch activity for a CCTV camera brand that reached approximately 18,000 units in annual sales.
- Built daily-use tools for CCTV bundle pricing and SKU variation processing.
- Helped define CRM sections, options and workflows for implementation by a system developer.

Earlier career · Shiraz, Iran

Non-Medical Emergency Department Manager

Shiraz Transplant Hospital

Coordinated non-clinical operations and practical service requirements in a demanding healthcare environment.

Earlier career · Shiraz, Iran

Contracts & Operations Manager

Shahcheragh development projects

- Prepared and monitored contracts across multiple project locations.
- Checked supporting and expenditure documents before payment submission and stopped a materially invalid document from progressing.
- Contributed to tender-commission activity, contractor qualification review and project-progress reporting.
- Coordinated with the governorate, municipality and city council as required.

Education

2011—2016 · Shiraz, Iran

BSc Civil Engineering

University of Shiraz

Community & additional experience

- IMIX steering group member contributing lived-experience insight and discussion.
- Accredited Children's Tutor delivering educational sessions and individual support for young people aged approximately 11–15, with Enhanced DBS clearance for Child Workforce.
- Translator with Medical Volunteers International.
- Charity operations support in Athens within a small core team, covering donors and sponsors, sourcing, storage, distribution, meetings and volunteer activity; the operation received approximately €20,000–€30,000 in total monthly donations.
- Previous computer teaching experience, including Microsoft Office and Windows environments.