

MUHAMMAD BALEEGH

E-Commerce & Shop Management

Berlin, Germany
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PROFILE

E-commerce professional and Computer Science student in Berlin. I founded and scaled online stores on Amazon and Shopify, and I know product presentation, PPC and social campaigns, and how to use performance data to improve the customer journey. I own tasks end to end and communicate clearly in English.

EXPERIENCE

2020 – 2022
USA & UK markets

Owner, E-commerce Entrepreneur · Amazon & Shopify stores

- Founded and scaled two online stores on Amazon and Shopify, from product sourcing to international sales.
- Managed product pages, listings and merchandising to improve presentation and conversion.
- Ran PPC and social media campaigns, using Amazon Seller Central analytics and competitor research to guide pricing and content decisions.
- Hired, trained and managed a team of 5, coordinating daily operations and resolving customer-facing issues.
- Monitored the shopping journey, identified friction points and turned findings into store improvements.
- Handled supplier communication, listing compliance and cross-border logistics.

2022 – Present
Berlin

UI/UX & No-Code Product Design · Independent and university projects

- Built AWARE, a health app prototype, and RUNSHIFT, a game MVP, using no/low-code tools (Lovable, Replit, Google AI Studio).
- Used AI tools (Claude, ChatGPT, Google AI Studio) to automate research, content drafts and design iteration.

EDUCATION

2022 – Present

B.Sc. Computer Science · Arden University, Berlin

Relevant modules: Human-Computer Interaction (HCI) · UI/UX Design · Problem-Solving Frameworks · Web Development

SKILLS

E-commerce & marketing

Shopify, Shopify Liquid, Amazon Seller Central, A+ Content, Product page and storefront design, Wix, Webflow, PPC, Social media marketing

Analytics

Market and competitor research, Reporting and analytics, Google Analytics, Excel / Google Sheets, Data-driven decision making

Leadership

Team management (up to 5), Training and development, Project management, Strategic planning

AI tools

ChatGPT, Claude, Gemini, Perplexity, Google AI Studio, Midjourney

LANGUAGES

Work permit

English: B1 (Upper Intermediate) | German: A1 (Beginner, currently learning)

§16b residence permit: available for part-time, working-student and internship roles within permit limits.