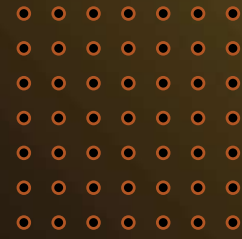


Resume & Portfolio



ONLINE BUSINESS *EXPERT*

Digital Marketing Manager

Online Sales Manager

eCommerce Operations
Manager

Digital Brand
Development Manager

SEO & Google Channels
Marketing Manager

To Know More!
Check My Website Now



www.eComMarketings.com





MOHAMED ISMAIL HAMAD

Cover letter

**Digital Sales Manager / Digital Marketing Manager /
eCommerce Manager / Online Marketing Strategist / SEO & SEM**

Dear (Hiring Manager)

I am writing this letter to present myself as a candidate for the position of Digital Sales Manager / E-Commerce Manager/ Social Media Manager with your company.

I am very excited about the opportunity to work in this capacity for you and believe this position would be a perfect fit for someone with my unique skills, interests, and professional expertise.

My significant exposure to all aspects of Digital Marketing, e-Commerce Sales management along with related sales and leadership execution successes, have equipped me with the critical, technical, and creative abilities enabling me to thrive in the fast-paced environment at your company.

The positions that I have held, as listed in my attached resume, have given me the experience that denotes me as a strong candidate for this position with your company. Throughout my experience as an online marketing strategist and SEO and digital marketing professional.

If you are searching for an experienced, knowledgeable, and innovative E-commerce and Marketing Management professional who will generate significant insight into product branding initiatives, and develop and oversee successful e-commerce marketing strategies, please contact me to arrange an interview. I am eager to learn more about the challenges facing your company and discuss how I will make a difference.

Yours Sincerely

Mohamed Hamad

Mohamed Ismail Hamad

CONTACT ME

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-  **+966 536979957**
-  **ecommarketings2030@gmail.com**
-  **Saudi Arabia - Jeddah**
-  **www.eComMarketings.com**



MOHAMED ISMAIL HAMAD

“DIGITAL MARKETING MANAGER”

“E-COMMERCE SALES MANAGER”

“BRAND DEVELOPMENT MANAGER”

“SM, DM, SEO, SEM”

PROFESSIONAL WORK SUMMARY

I used to wear many hats, I'm a maestro of both the digital marketing & eCommerce sales orchestras, seamlessly blending their melodies to drive online sales and revenue growth.

ONLINE SALES & MARKETING EXECUTION

- **Hyper-targeting campaigns:** Implement advanced audience segmentation and targeting tools to reach highly qualified leads, increasing conversion rates by 25%.
- **Content optimization :** Conduct a website-wide content audit and SEO optimization, resulting in 5% acumlated growth in organic traffic & uplift in keyword rankings.
- **Increase Social media engagement:** Launch highly targeted social media campaigns with interactive content and influencer partnerships, leading to 20% increase in follower base & boost in lead generation.
- **Paid advertising optimization:** Leverage data-driven insights to refine paid advertising campaigns, achieving at least 15% reduction in cost per acquisition & increase the qualified leads.
- **Marketing automation mastery:** Implement and streamline marketing automation tools that saving minimum 30% in internal resources.

E-COMMERCE OPERATIONS MANAGEMENT

- **eShops Enhancement :** Provide AI-powered solutions & tools recommendations, leading to 25% rise in average order value and improve the customer satisfaction.
- **Optimizing product pages:** for both search engines and user experience is a two-pronged approach that requires balancing SEO strategies with user-centric design.
- **Product Merchandising:** Manage product listings, pricing strategies, and promotions to increase product visibility and sales.
- **Order Fulfillment:** Ensure efficient order processing, delivery, and customer service to provide a seamless post-purchase experience.
- **Abandoned cart recovery magic:** Craft and implement targeted email campaigns for abandoned carts, resulting at least 20% decrease in cart abandonment and 15% increase in recovered sales.
- **Live chat integration:** Introduce live chat functionality to provide real-time customer support and solve purchase concerns, leading to 20% reduction in bounce rate & 10% uplift in conversion rates.
- **Mobile optimization focus:** Enhance mobile website usability and streamline the mobile shopping experience, resulting in 25% increase in mobile traffic and 15% growth in mobile sales.
- **Upselling and cross-selling mastery:** Assigning a smart sales tools on effective upselling and cross-selling techniques, achieving 15% boost in average order value & increased customer lifetime value.

PROFILE SUMMARY

- I am a professional eCommerce Sales & Digital Marketing Manager with extensive experience building, maintaining, and running successful digital business sales.
- My tasks is to promotes the company's products and services locally in Saudi Arabia & All GCC Countries & even in Global Markets using my expertise in business sourcing.
- Adept at creating and implementing client centered, successful campaigns, aimed at improving brand awareness and presence.
- Experienced in assigning a wide range of the online marketing & sales tools to meet and exceed digital marketing goals.
- Highly experienced an eCommerce Managerial & tecknical needs with a proven track record of success in driving revenue and customer satisfaction in the retail industry.
- Skilled in developing and executing digital marketing strategice plans to maximize customer engagement and loyalty.
- Adjusting the digital marketing budgets to align with the organization's goals and remain competitive in the industry.
- Staying updated on the online marketing best & latest practices

LET'S DIVE DEEPER

EXPERTISES & MORE

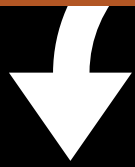
- **Overseeing Design and Developments of Website**
- **Monitor web analytics and internal data sources**
- **Incorporate Best Practices**
- **Budget Effectively**
- **Supervise all activities and product development**
- **Work closely with web owners and technical teams**
- **Prepare reports and analyze conversion numbers**
- **Developing SEO/PPC Strategy/Marketing Plans**
- **Team Management and Progress Monitoring**
- **Demonstrable track record of devising sales-enhancing strategies**
- **Quality Control and Assurance**
- **Developing Schedules and Timescales**
- **Directing the activities of Software Developers, Copywriters, and Graphic Designers to ensure careful adherence to predetermined strategies.**
- **Reviewing the security of checkout pages and payment procedures.**
- **Creating promotional offers and checking to see that these are uploaded precisely.**
- **Reviewing copy and legal disclaimers to verify their accuracy.**
- **Analyzing traffic to inform website maintenance and the effectiveness of marketing strategies.**
- **Examining sales-related metrics to inform restocks.**
- **In-depth knowledge of the end-to-end Ecommerce & Drop Shipping Business Models. (E-Commerce Dropshipping / B2B / B2C / B2G).**
- **E-commerce platforms (Magento, Shopify, Wix, WordPress, Woocommerce, OpenCart, Joomla, etc).**

WORK EXPERIENCE:

DIGITAL MARKETING MANAGER / ONLINE SALES MANAGER / SMM-SEO-SEM

RAM Marketing and Expert Solutions L.L.C. | 2018-Till Date

- **Grow the e-commerce business in Saudi Arabia & All GCC markets by leveraging the strong retail presence of the company locally & Internationally wise.**
- **Establish an entire E-Commerce Business Dept. in the company by Creating & implementing complete digital marketing sources & strategies and identifying new initiatives and business models same as (E-Commerce Dropshipping /B2C / B2B / B2G).**
- **Develop, implement, track and optimize our digital marketing campaigns across all digital channels.**
- **Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.**
- **Experienced for more than 10 years in almost all Digital Marketing channels (Google Ads, Google Analytics, Google AdSense, Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok)**
- **Experienced for more than 12 years (Shopify, Magento, Wix, WordPress, Woocommerce, Bigcommerce, OpenCart, Joomla, etc).**
- **Created a new Online Sales Department from scratch including eBay, Amazon SA, Amazon UAE, Amazon USA, Noon.com, Alibaba, Aliexpress & Walmart, Etsy & Many other international websites.**
- **Partnered with Solid Commerce to provide a platform to quickly expand to other marketplace channels.**
- **Integrated third-party technologies for SMS & Email marketing.**
- **Efficiently managed inventory of 185,000 items by integrating third-party technologies to automatically update daily inventory levels.**
- **Created and Maintained a product catalog database consisting of descriptions, images, and other product information.**
- **Integrated third-party Answering emails, messages inquiries regarding orders, returns, and other related questions.**
- **Work with the SEO Analyst on-site optimization and SEM campaigns**
- **Developing SEO / PPC Strategy / Marketing Plans.**
- **Design, build and maintain our social media presence.**
- **Measure and report the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).**
- **Identify trends and insights, and optimize spend and performance based on the insights.**
- **Maintain Shipping party that processed over 50 orders per day using USPS, FedEx, UPS, DHL, Aramex, e-Packet, Ali Express, Ect.**
- **Identify key business opportunities of categories via spotting popular brands, trends, and pricing to ensure a growth plan.**



SKILLS & MORE

- Business Development. Internet Marketing.
- Social Media Designer (Twitter, Facebook, Instagram, YouTube. etc).
- Communication and collaboration tools (Zoom, Skype, etc.)
- Email Automated Communicating (G Suite - Zoho - MailChimp).
- Customer Service, Vendor Relations.
- Project Management.
- Product Photography.
- Product Videography.
- Email Marketing.
- Content Marketing.
- Search Engine Marketing (SEM/SEO).
- Social Media Marketing.
- SellerCloud. Amazon, eBay, Overstock, Wayfair, Sears, Groupon, Zulily, etc.
- Google Analytics and Web tools.
- Product and Company Branding
- Print and Web Designs
- Digital Marketing
- Directing and Film Editing
- Photography and Photoshop
- Conceptualizing and Copywriting

ALL INFORMATIONS

Full Name: Mohamed Ismail Hamad
 Date of Birth: 21\May\1985
 Marital Status: Married
 Nationality : Palestinian, Egyptian Passport
 Languages Spoken: Arabic and English
 Driving License: UAE, Bahrain, Egypt

CONTACT ME

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- Saudi Arabia - Jeddah

- Search multiple opportunities based on deep data analysis and provide recommendations to improve good sales and margins.
- Help grow selection by managing the launch of new products and improving discoverability.
- Drive supply-chain operational excellence by reducing costs, defects, and lead times, and by managing stock in our fulfillment center.
- Provide recommendations for the brand's marketing and advertising campaigns to promote new products/increase traffic.
- Plan and implement promotional activities and improve the customer journey on Seller Different platforms through enhanced content on details & description pages.
- Work with both languages (Arabic & English) based on the web browsing region.
- Work with multi currencies based on the web browsing currency
- Accepting multiple payment methods through different payments gateways
- Managing fulfillment of the orders by capturing payments and fulfilling the bought orders.
- Customizing shipment tracking notifications for fulfilled orders (if required).
- Managing payment refunds for customers.
- Arranging fulfilled orders returns
- Selling through multi-channels (Facebook - Google - Marketplace - Messenger - Instagram) and more.
- Publishing a wide range of content marketing through multi-channels
- Help customers find us using search engines using SEO & SEM customizing for selected products & collections.
- Integrating the websites with different social media channels
- Connecting with the best advertising management channels (Emails Marketing & SMS Marketing)
- Following up on the abandoned carts checkout for sales recovery
- Providing Promotions, Discounts, and Gift Cards to create a loyalty program for the new & regular visitors
- Connecting with Email Alerts, Email Invitations & Reminders
- Visitors registering ability with their (Buyer Accounts) to keep them within the customer's history in the customer database.
- Allowing the different suppliers to have certain access to manage, add, or deleted their items
- Allowing the suppliers to manage their inventory through certain access.
- Importing hi quality reviews for selected drop-shipping products
- Unmatched supervision, research, and troubleshooting skills
- Unmatched supervision, research, and troubleshooting skills.
- Exceptional consulting and quality assurance abilities.
- Ability to tackle the demands of ever-evolving technological implements with ease.
- Scheduling and communicating intensive site maintenance, as needed.



WORK EXPERIENCE:

DIGITAL MARKETING & E-COMMERCE SALES MANAGER

Kaskada Creative Solutions | 2015-2018

- Develop, maintain, and support multiple E-Commerce web applications and accompanying environments.
- Troubleshoot and fix existing software and website issues/errors as well as plan, manage, and implement future enhancements.
- Modify and customize outside/purchased software programs to integrate with internal programs so that they meet business needs
- Writing content descriptions and uploading new product images.
- Analyzing sales-related data to predict future sales and concomitant stock requirements.
- Making sure pricing is competitive across all managed marketplaces.
- Listing all-new products across various marketplaces such as Wayfair, Overstock, Walmart, Jet, Houzz, and eBay.
- Uploading bulk listings using CSV files.
- Keeping up with current inventory and making sure all items were in stock for upcoming promotions and events for marketplace partners.
- Customer Service: Helping customer service as needed with product questions and information.
- Account Management: Amazon, Wayfair, Overstock, Walmart, Jet, Houzz, eBay, Etc.
- Product Management: Pull all new products to verify colors, sizes, and quality.
- conducting research and analyzing data to identify and define audiences
- Produce, edit, alter and deliver designs on time and to specification
- overseeing and developing marketing campaigns
- Creating out-of-stock reports, inventory reports, monthly sales reports, and Buy Box reports for both Amazon and Walmart.
- Inspecting landing pages, product information, checkout options, and all other pertinent website-related systems to ensure their visual appeal, accuracy, and ease of use.
- Assisting with decisions about promotions such as discounted offers and affordable bulk packages.
- Ensuring that payment gate options and promotional tabs are configured correctly.
- Collaborating with appropriate stakeholders to ensure the rollout of website changes.
- Inspecting and uploading customers' product reviews.
- Monitoring website traffic and customer reviews to gauge responses to site updates.



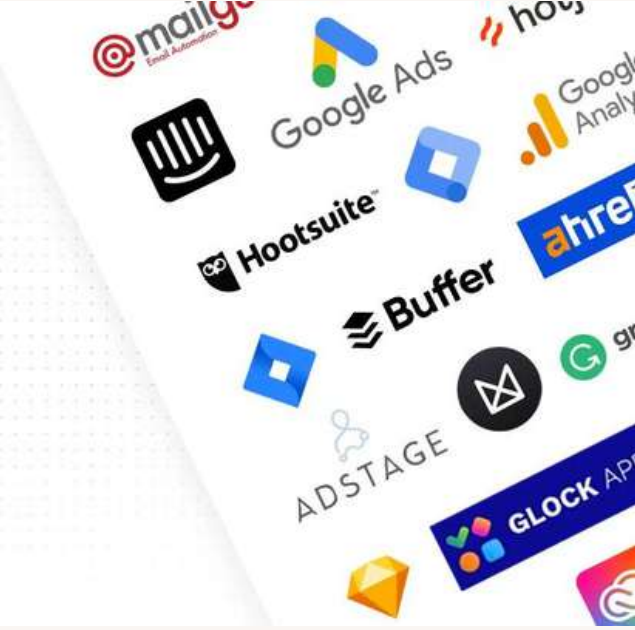


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WORK EXPERIENCE:
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MEDIA BUYER & SOCIAL MEDIA MANAGER
.....

FourMed Medical Supplies W.L.L | 2011-2015

- Own e-commerce revenue goals and budget.
- Designs and develops brand websites, landing pages, emails, and banner ads.
- Work with the marketing team to optimize sales and profitability of paid media, search and other partner channels and identify, develop and execute initiatives to drive brand awareness, acquisition, and positive customer sentiment.
- Work with the marketing team to optimize sales and profitability of paid media, search and other partner channels and identify, develop and execute initiatives to drive brand awareness, acquisition a positive customer sentiment.
- Conducts and participates in collaborative technology discussions, and accepts and provides constructive criticism in a professional manner.
- Assist team in the development of content and brand ideas
- Create and manage brand style guide and act as an ambassador within the company for the brand guidelines
- Contribute strategically to the long-term vision of the company's digital work
- Design and create assets for social media platforms including static and animated graphics, headers, badges, etc.
- Maintain a solid knowledge of the competitive market and stay current on design trends.
- Produce, edit, alter and deliver designs on time and to specification
- Overseeing and developing marketing campaigns
- Conducting research and analyzing data to identify and define audiences
- Devising and presenting ideas and strategies along with promotional activities
- Compiling and distributing financial and statistical information
- Maintaining websites and looking at data analytics
- Organizing events and product exhibitions
- Updating databases and using a customer relationship management (CRM) system
- Coordinating internal marketing and an organization's culture



CALL NOW

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I look forward to hearing from you soon.

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Thank you for your consideration.

Yours Sincerely,

Mohamed Hamad

