

Aboud Bablail

E-Commerce Specialist | Catalog Management | Account Executive | Operations Specialist | Partner Support

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Professional Summary

I'm a results-driven e-commerce and operations professional with strong experience in food delivery workflows, catalog management, product information, partner success, and quality control. I have a proven track record at Amazon, Souq, and Noon in optimizing operations, improving product data accuracy, enhancing platform and catalog quality, and supporting large-scale restaurant operations. I'm skilled in operational readiness, structured testing, data validation, and diagnosing system issues in close collaboration with tech, product, and operations teams. I work closely with cross-functional teams and restaurant partners, using data and day-to-day insights to improve workflows, solve issues faster, and consistently support KPIs and business goals.

Professional Experience

Partner Operations & Training Lead

Noon | Riyadh | Apr 2025 – Present

Results-driven partner operations & training lead with experience in end-to-end operations, partner training, and restaurant partner activation on Noon Food. Skilled in ensuring operational readiness, resolving issues efficiently, and collaborating with cross-functional teams to support business growth.

- Lead Ops team and activation of restaurant partners across Central, Eastern, and Western regions.
- Oversee the training team, ensuring partners are trained on RMS & OMS systems and Sunmi devices, and KPIs are achieved.
- Prepare and share weekly performance, productivity, order volume, and device reports with management.
- Analyze rejected order data, identify root causes, and implement corrective actions to reduce failure rates.
- Collaborate with sales, logistics, and technical teams to resolve escalations and optimize order flow.
- Drive continuous improvement initiatives and foster a culture of accountability and high performance.
- Develop and improve SOPs to standardize workflows, enhance operational efficiency, and maintain service quality.

Partner Operations Specialist (Ops Team)

Noon | Riyadh | Oct 2024 – Mar 2025

Operations-focused specialist managing restaurant partner portfolios, optimizing daily operations, and enhancing efficiency and service quality in a high-volume food delivery environment.

- Owned day-to-day operations for a portfolio of restaurant partners, ensuring seamless order flow, SLA adherence, and platform stability.
- Tracked and analyzed core KPIs (cancellation rate, preparation time, delayed orders, acceptance rate) and drove targeted actions to improve partner performance.
- Built and maintained strong, trust-based relationships with restaurant partners by providing proactive operational support and strategic guidance on menu setup, availability, and overall performance.
- Diagnosed and resolved operational and technical issues by identifying root causes and coordinating effectively with Product, Tech, and Operations teams to implement sustainable solutions.
- Improved partner performance by increasing acceptance rates and reducing order errors through data-driven analysis, targeted interventions, and structured follow-up.

Training & Activation Executive

Noon | Riyadh | Jun 2024 – Oct 2024

Managed end-to-end partner onboarding and activation processes to ensure operational readiness. Collaborated with business development and cross-functional teams to drive efficient system adoption and deliver a seamless partner experience.

- Activated and trained 95 restaurants in Riyadh in Aug 2024, achieving the highest performance rating.
- Monitored onboarding and activation metrics and implemented process improvements.
- Managed device installation and troubleshooting at partner locations to ensure operational readiness.
- Resolved onboarding and activation issues, supporting smooth partner operations.

Senior Catalog Specialist

AMAZON | Riyadh | Jul 2021 – May 2024

Managed and optimized product catalog data, ensuring accuracy and consistency across listings. Collaborated with cross-functional teams, including Retail, 3P Marketplace, and Inbound teams, while providing vendor and seller support and resolving issues to ensure smooth operations. Monitored catalog performance, analyzed data, and implemented process improvements to maintain high-quality product information.

- Led the item data quality team, achieving 100% of the 2023 team goal of 97%.
- Closed 107 vendor tickets across AE, SA, and EG marketplaces in April 2023.
- Defined standard processes and trained 4 team members, fostering a supportive learning environment.
- Mentored team members to increase productivity to 180 ASINs per day.
- Shared insights and proposed ideas to support management objectives.
- Produced weekly reports, conducted root cause analysis, and enhanced visibility to management and stakeholders.

Vendor Trainer & Support Specialist

AMAZON | Riyadh | Mar 2020 – Dec 2021

Facilitated onboarding and training of new vendors on Amazon Vendor Central site. Guided vendors on catalog setup, product listing creation, and effective use of internal tools while providing ongoing support to resolve technical and operational issues.

- Led weekly orientation and training sessions in Arabic and English for 25+ vendors.
- Communicated daily with vendor managers to resolve challenges faced by the creation team.
- Assisted vendors during business hours to address queries and operational issues.
- Guided vendors on creating new items on Amazon Seller Central and preventing common errors.
- Reduced vendor error rates from 70% in 2020 to 50% in Q3 2020, and further to 30% in Q4 2021.
- Supported translation of the Amazon Vendor Central site into Arabic to enhance vendor understanding.

Catalog Specialist

AMAZON | Riyadh | Feb 2018 – Jun 2021

Managed product catalog data to ensure accuracy, consistency, and compliance with company standards. Collaborated with Retail and 3P Marketplace teams to optimize product listings and overall catalog quality. Executed assigned tasks to meet SLA, production, and quality targets while maintaining operational visibility through updated trackers and records.

- Collaborated with the Retail team to add 10K items to Amazon AE and SA marketplaces via Vendor Central in under two months.
- Assisted vendor managers in obtaining approvals to create 300+ SKUs and resolved barcode issues.
- Supported 14 vendor managers across various categories in rapid problem-solving.
- Increased grocery category item creation by 60% ahead of Ramadan deals in 2019.
- Met annual quality goals of 99% in 2019 and 2020.

Content Officer

SOUQ.COM | Riyadh | Sep 2015 - Jan 2018

Created and managed product content on Souq.com, ensuring accuracy, consistency, and quality of product descriptions. Executed assigned tasks to meet business metrics, including SLA and quality targets, while maintaining daily trackers to monitor performance.

- Created bilingual content in English and Arabic for products on the Souq platform.
- Ensured accuracy of product descriptions to enhance customer trust and satisfaction.
- Achieved a daily target of 100 EANs and consistently met quality targets of 99%.

Education

Bachelor of Management | **Midocean University** | UAE | 2024 – Present

Information and Communication Technology
Arab Open University | Riyadh | 2017 – 2019

Certifications & Courses

- Fundamentals of Digital Marketing, Google Digital Academy
- Critical Thinking and Problem Solving, Project Management Institute
- Business Analysis & Process Management, Coursera
- Lean Six Sigma Foundations, Project Management Institute

Languages

- **Arabic**
Native
- **English**
Intermediate

Skills

- Team Leadership.
- E-Commerce.
- Catalog Management.
- Lean Six Sigma.
- Problem Solving.
- Data Analysis.
- Advanced in Excel.