



Hana Alghazawy

E-commerce Lead



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EDUCATION

Bachelor's Degree in
Economics & Political
Science

Beni Suef University
2014-2018

EXPERTISE

- Product Data Management
- Affiliate Marketing
- Merchandising Optimization
- SEO & Data-Driven Decision Making
- Category & Inventory Management
- Vendor Collaboration
- Trend Analysis
- Performance Tracking & Reporting

LANGUAGE

- Arabic
- English
- French

PROFILE

Results-driven E-Commerce Lead with over 5 years of experience in catalog management, merchandising, and digital storefront optimization. Skilled in product assortment, affiliate marketing, data analysis, and SEO optimization to drive growth and enhance online sales performance. Adept at leveraging data-driven insights to optimize conversion rates and maximize revenue.

WORK EXPERIENCE

O Trade & Logistics

Dec 2023-Present

E-commerce Lead

- Managed product catalog, ensuring product listings align with business goals & market trends
- Led merchandising strategies to enhance user experience and increase conversion rates.
- Conduct A/B testing to enhance product visibility, pricing strategies, and promotional effectiveness.
- Optimized product presentation through high-quality visuals and detailed descriptions.
- Oversaw affiliate marketing programs, managing partner relationships and performance tracking.
- Utilized analytics tools to monitor user behavior, generate insights, and refine e-commerce strategies.
- conducted competitor research and implemented improvements to enhance platform usability
- Utilize product recommendations and cross-selling techniques to increase average order value.

Yodawy

Aug 2019-Nov 2023

Catalog Manager

- Developed and implemented cataloging systems for accurate data entry, storage, and retrieval.
- Managed product descriptions, pricing, and digital assets, ensuring consistency and compliance.
- Monitored inventory levels, coordinated reorders, and maintained data accuracy.
- Analyzed industry trends and optimized catalog offerings based on consumer purchasing habits.
- Worked closely with marketing team members to develop effective campaigns aimed at increasing awareness of our product lines among potential customers.
- Curate and oversee featured collections, seasonal promotions, and tailored recommendations.

Asoko Insight Limited

Jun 2018- Jul 2019

Data Entry Specialist

- Validated customer data, executed data entry tasks, and conducted error corrections.
- Managed database updates and translated Arabic business data for integration.
- Generated analytical reports to support business decision-making.
- Performed data entry tasks including keying in numerical or alphanumeric information from source documents into databases.

Breadcrumbs Studio

Nov 2017-May 2018

Website Content Operator

- Managed content uploads, including articles, images, and catalog data.
- Ensured brand consistency and optimized website visuals.
- Assisted in SEO optimization and improved site engagement.