

DOAA ALDEHNEEN

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Skills Summary

Highly experienced E-commerce Expert with a diverse background encompassing e-commerce practices and activities across various sectors, including Food & Beverage, HR Tech, Beauty & Cosmetics Tech, FinTech, and more. Proficient in both Business-to-Business (B2B) and Business-to-Consumer (B2C) models.

Possess strong skills in sales, marketing, account management, and customer retention. Proven ability to build and manage high-performing teams, providing effective support, motivation, and guidance. Experienced in utilizing Customer Relationship Management (CRM) systems such as Pipedrive, HubSpot, and others, enabling efficient operational management.

Key personal attributes and skills include :

- Effective leadership
- High emotional and social intelligence
- Strong communication and negotiation abilities
- Excellent self-discipline and time management
- Creative approach to problem-solving.

Experience

Neoleap

Ecommerce Sales Executive (B2B) | October 2024 – Present

- Drive Sales of Electronic Payment Solutions by achieve set sales targets for electronic payment gateways, payment links, and POS devices offered by Al Rajhi Bank & NeoLeap.
- Offer Customized Payment Solutions: Propose and tailor electronic payment solutions to meet the specific requirements of each merchant, considering their business nature and transaction volume.
- Present and Explain the Advantages of Al Rajhi Bank & NeoLeap Products.
- Educate Merchants on the Importance of Electronic Payment Solutions:
- Inform commercial clients about the significance and benefits of using modern electronic payment solutions for business growth.
- Manage the Full Sales Cycle: From identifying potential clients and presenting offers to conducting negotiations, closing deals, and providing after-sales follow-up.

Arkan Holding Group

Marketing & Ecommerce Manager | July 2023 - 2024

- Developing and implementing strategies to drive online sales and improve customer engagement.
- Analyzing market trends, competitor activities, and customer behavior.
- Creating comprehensive marketing plans aligned with business objectives.
- Collaborating with other departments.
- Developing and managing partnerships.

Zid Holding Company

Sales Supervisor | December 2022 – July 2023

- Responsible for driving results by providing direction, support and guidance to the sales team in the areas of sales and revenue.
- Recruiting, training, and developing new sales and marketing teams.
- Driving and managing the entire sales process - targeting top prospects, identifying client solutions,

- negotiating and closing.
- Acting as a role model for junior staff by setting high standards through personal behavior and actions.
- Ensuring staff comply with all company policies, processes and procedures, and addressing any shortfalls.
- Gathering, sorting and analyzing the data by using analytics tools through HubSpot.
- Awareness about competitors' new services and prices.

Outbound Sales Executive | June 2022 – November 2022

- Enhancing brand awareness in the Eastern Region.
- Empowering and inspiring traditional merchants to be part of digital transformation.
- Identify and approach potential clients.
- Track and add qualified prospects to the sales pipeline and new business opportunities.
- Drive the end-to-end sales process.
- Work closely with the onboarding team and merchant success department to give merchants an extraordinary experience within E-commerce.
- Focusing on merchants needs either traditional or existing within the e-commerce sector to develop and sustain positive relationships, as well as merchants satisfaction and loyalty.

MakanE

Lead Generation | April 2022 – June 2022

- Develop new businesses via making daily calls and identifying potential buyers within the target market.
- Work closely with the sales team to ensure leads are generated within various business sectors.
- Coordinating with the marketing team to gather, analyze and filter lead data.
- Convert calls to new businesses leads to a CRM system.
- Use the company's database to analyze and filter to gain potential leads.
- Be proactive in searching for new business leads using all resources (offline and online platforms).

Dala "Flowers&Gifts"

Founder | April 2020 – April 2023

Developed E-Commerce business by focusing on the following:

- Business strategy and model.
- Digital marketing.
- Targeting potential customers.
- Brand awareness.
- Analyzing performance.
- Developing websites.

Nora AlSaud Architects & Engineers

Internship | September 2018 – December 2018

Main Responsibilities:

- Building Company's website by WordPress.
- Content management for the website.
- Preparing full research about building a mobile application.
- Enhancing digital marketing through creating a LinkedIn account.
- Creating company's calendar of 2019 by Microsoft Excel

Education

Bachelor's of E-commerce | Saudi Electronic University

Courses enrolled under e-commerce are a combination of business management and information technology. GPA: 3.35 out of 4.