

Abdullah Saad Alduwaihi

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Results-driven finance and e-commerce professional with cross-functional expertise in financial management, risk analysis, and online sales operations. Proven success in enhancing revenue growth, optimizing operations, and executing data-driven marketing strategies across leading organizations. Experienced in managing vendor relations, e-commerce platforms, and mitigating financial and operational risks to drive business continuity and performance.

PROFESSIONAL EXPERIENCE:

Jun 2024 – Present Senior Specialist Online Business in D2C Sales / Samsung Electronics

- Led direct-to-consumer (D2C) online sales for home appliances, increasing engagement and online revenue.
- Designed and analyzed performance metrics for digital campaigns to optimize conversion rates.
- Built strategic vendor partnerships to enhance product availability and negotiate favorable terms.
- Delivered weekly and monthly reports on sales trends and channel performance to senior leadership.
- Launched seasonal campaigns aligned with key shopping dates (e.g. White Friday, Back-to-School).
- Managed the full sales funnel—from traffic acquisition to checkout—for home appliance category.

Jun 2023 – Jun 2024 Modern Online Sales / Al Esayi Electronics

- Managed B2B online sales operations across platforms like Amazon and Noon.
- Launched and tracked e-commerce campaigns and promotions to improve visibility and customer acquisition.
- Worked closely with online retailers to optimize product listings and pricing competitiveness.
- Ran PPC campaigns within Amazon Seller Central and Noon Marketing Tools.
- Delivered 15% YoY growth through improved listing quality and seasonal bundling strategies.

Apr 2021 – Apr 2023 E-commerce Administration / Radwa Chicken

- Oversaw full-cycle e-commerce operations, including order fulfillment, inventory, and customer service.
- Increased sales by 10% through data-driven decisions and customer engagement strategies.
- Created CRM tools for targeted marketing and loyalty campaigns.
- Introduced WhatsApp Business integration to streamline customer support and inquiries.
- Created automated email flows (abandoned cart, post-purchase).
- Managed inventory visibility and availability.

Apr 2019 – Mar 2021 E-commerce Specialist / Richy Group

- Developed digital sales strategies and implemented SEO and content marketing.
- Used performance analytics to adapt pricing, product positioning, and promotional plans.
- Strengthened customer retention through personalized shopping experiences.
- Generated weekly dashboards reporting on traffic, engagement, sales, and returns.
- Implemented loyalty campaigns to improve customer retention and repeat purchase rate.
- Worked cross-functionally with graphic designers and developers for campaign execution.

Mar 2018 – Mar 2019 Logistics Specialist / Hungerstation

- Coordinated last-mile logistics, ensuring timely and accurate order deliveries.
- Reduced logistics costs by optimizing delivery routes and processes.
- Analyzed service data to identify trends and improve delivery KPIs.
- Analyzed logistics performance metrics (delivery time, failure rate, cancellations) to implement continuous improvements.
- Monitored live order tracking and proactively resolved delays, ensuring 90%+ on-time delivery rates.
- Played a key role in training new logistics coordinators and onboarding third-party delivery partners.

EDUCATION:

2016 Diploma Financial and Banking Management, King Saud University

SKILLS:

- Financial Reporting & Analysis
- Risk Management & Compliance
- E-commerce Strategy & Operations
- Online Sales & Digital Marketing
- Budgeting & Cost Control

- Vendor/Supplier Negotiation
- Customer Experience Optimization
- Data Analytics & KPIs

CERTIFICATIONS:

2025 **The Complete Digital Marketing Guide**, Udemy

2024 **Foundation Risk Management Qualification in Financial Services**, The Financial Academy