

# ABDULLAH AHMED

## E-Commerce Specialist

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## PROFESSIONAL SUMMARY

Experienced E-Commerce Category Associate with 4 years in digital merchandising, pricing strategy, and online inventory optimization. Demonstrated success in boosting sales growth through data analysis, SEO-enhanced product listings, and strategic vendor partnerships. Proficiency in Amazon Seller Central/Vendor Central, competitor analysis, and cross-functional collaboration.

## WORK EXPERIENCE

### Category Specialist

Zode.sa (Juffali subsidiary company) | Jeddah, Saudi Arabia | June 2024 – June 2025

- Lead member of Zode Global Team, managing partnership with JD.com to bring premium products to Saudi customers.
- Optimized 5,000+ product listings (A+ Content, keywords, images), increasing organic traffic by 35%.
- Generate weekly WBR reports to track category performance.
- Collaborated with marketing on targeted campaigns, improving conversion rates by 10%.
- Analyzed competitor pricing and recommended adjustments, increasing average order value (AOV) by 12%.
- Managed product assortment and inventory levels to meet customer demand.
- Maintained organized database of vendor details and pricing information.

### Category Specialist

Common Cent Distributors | New Jersey, USA | November 2021 – May 2024

- Ensured accurate inventory levels by implementing management procedures.
- Executed purchasing strategies to optimize cost and profit margins.
- Established supplier relationships to guarantee timely deliveries and quality materials.
- Conducted weekly data analysis of SKUs, suppliers, and brands to maintain profitability.
- Placed weekly POs and identified new opportunities by adding SKUs.
- Drove 159% revenue growth, achieving SAR 9M in annual sales for candy category.
- Revitalized company's personal brand, boosting online sales by 500% (SAR 4M) through market research and sales optimization.
- Managed marketing and PPC teams to maximize online visibility and revenue.
- Incorporated A+ content, SEO, and market trends into product listings.
- Addressed customer feedback to maintain product quality standards.

### **Design Engineering Intern**

Saudi Binladin Group | Jeddah, Saudi Arabia | January 2021 - February 2021

- Completed MEP Revit 2021 training.
- Created technical plans using Revit 2021 software.

### **Trainee Engineer**

Nishat Group | Lahore, Pakistan | July 2018 - August 2018

- Interned in MEP (Electrical) Department at Emporium Mall.
- Inspected Powerhouse MV rooms and generator operations (Wärtsilä, Caterpillar).

## **EDUCATION**

### **Bachelor of Science in Electrical Engineering**

University of Engineering and Technology, Taxila | September 2016 - September 2020

- Main Courses: Electronic Design, Data Communication, Network Security, Digital System Design, AI, Database Management

## SKILLS

- **E-Commerce Platforms:** Amazon Vendor Central, Amazon Seller Central
- **Analytics:** Competitor Analysis, Market Research, Data Analysis, Advanced Excel
- **Operations:** Inventory Optimization, Pricing Strategies, Project Management
- **Technical:** Digital Shelf Optimization, SEO, A+ Content Creation
- **Soft Skills:** Customer Management, Vendor Relations

## LANGUAGES

- Arabic (Intermediate)
- English (Fluent)

## CERTIFICATE

- IELTS ACADEMIC – 7.5 Overall band.

## PERSONAL DETAILS

- **Date of Birth:** 16/10/1997
- **Nationality:** Pakistan
- **Marital Status:** Married
- **Visa Status:** Transferable

