

BAYAN AL-AKHRAS

E-COMMERCE MANAGER

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SUMMARY

E-commerce Manager with over two years of experience in leading and optimizing digital commerce strategies and managing online retail operations. Proven track record in driving revenue growth, enhancing customer experience, and executing performance-driven marketing campaigns across multiple digital platforms. Eager to contribute my skills in digital marketing, data analytics, and team leadership to support business growth within a forward-thinking and results-oriented organization.

PROFESSIONAL EXPERIENCE

E-Commerce Manager, Dahra Company

Jan 2023 – Mar 2025

- Led the management of an e-commerce store on the Salla platform, achieving a 60% increase in sales by first year.
- Enhanced SEO for products and content, resulting in a 40% boost in organic website traffic
- Launched and executed seasonal marketing campaigns, doubling customer acquisition and brand awareness
- Collaborated with developers to improve UX, reducing cart abandonment rates by 30%
- Developed and analyzed performance dashboards using Google Analytics and Search Console to drive continuous improvement
- Supervised cross-functional teams including e-commerce, marketing, design, and customer service to align with business goals
- Achieved over SAR 1 million in annual sales during the first year of operation

E-Commerce & Digital Marketing Specialist, Ta' Marketing Agency – Khobar, Saudi Arabia

Jan 2024 – Feb 2025

- Managed over 500 SKUs across platforms including Salla and WooCommerce
- Designed and implemented a loyalty program, increasing repeat purchases by 25%
- Planned and executed omnichannel marketing campaigns for clients in sectors such as fashion, hospitality, F&B, pools, and legal services
- Developed and launched customized e-commerce stores tailored to client industries
- Coordinated logistics and customer support to ensure a seamless and integrated online shopping experience

Digital Marketing & E-Commerce Intern, Shamll Family Association – Dhahran, Saudi Arabia

Dec 2023 – Jun 2024

- Managed paid advertising campaigns on Google Ads, Meta Ads, Instagram, Snapchat, and TikTok
- Set up and integrated tracking tools including Facebook Pixel and Google Tag Manager for accurate campaign monitoring
- Optimized ad targeting and performance, increasing ROAS by 40%
- Supported website UX improvements and boosted visibility on search engines
- Contributed to marketing strategy development, content creation, and analytics reporting

PROJECTS

- Led the university's volunteer team and held leadership roles in the Women Empowerment Club (Planning & Implementation) and the Entrepreneurship Club (Head of Design).
- Finalist in two national hackathons: SEU AI Innovation Hackathon and STC Hackathon, with AI-based business solutions.
- Completed the AWE Academy for Entrepreneurs by iSpark and Monsha'at.
- Active member of Google Developer Student Clubs – Game Development track.
- Executed a high-performing Ramadan and Eid digital marketing campaign, generating over SAR 250,000 in sales in one month.
- Led an influencer marketing campaign involving 10 influencers, boosting customer acquisition and brand visibility.

ADDITIONAL INFORMATION

Languages:

- Arabic: Native
- English: Excellent (spoken and written)
- Turkish: Very good (spoken)

Certifications:

- Google Analytics Certification – Google
- Digital Marketing Certificate – Coursera
- Project Management Certificate – Saudi Electronic University
- Entrepreneurship Certificate – AWE Program
- General Aptitude Test for University Graduates – Qiyas (Score: 85/100)

SKILLS

- E-commerce Store Management (Shopify, WooCommerce, Salla)
- Advertising Campaign Management (Google Ads, Meta Business Suite, TikTok Ads)
- Search Engine Optimization (SEO)
- Data Analysis using Google Analytics & Search Console
- UI/UX Design and Optimization
- Email Marketing (Mailchimp, Klaviyo)
- Performance Reporting and Data-Driven Decision Making
- Team Management and Cross-Department Coordination
- Inventory Management and Operational Oversight

EDUCATION

Saudi Electronic University

Bachelor's Degree in E-Commerce – College of Business and Finance

June 2022- 2024

Main Courses Covered:

E-Marketing, Integrated Enterprise Systems, E-Supply Chain Management, E-Business Strategies and Business Models, Website Design, Logistics Management, Management Information Systems (MIS), Java Programming.

REFERENCES

Dr. Eman Alyami

- Assistant Professor, Department of E-Commerce
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Dr. Swapnali Baruah

- Assistant Professor, College of Administration and Financial Sciences
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Dr.G.Gokulkumari,

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