

Munir El Ammari

E-Commerce Expert | Shopify Expert



Zawiyat Al Dahmani, Tripoli

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Gender Male | Date of birth DOB25/07/1990 | Nationality Libya | Marital status Single

Education:

- Mechanical Engineering – 2011 – 2013. [Benghazi university]
- Media and Public Relations – 2015 – 2020 [Tripoli university]
- Foundation (one year) in Public Relations and Media, leading to full degree course
September 2017 – to date: University of the West of England

Skills

Academic Qualifications:

- Time Management (Jilorganisationl) – Libya 2010
- Leaders Preparation (European Youth Forum Organization) – Turkey 2012
- Strategic Planning (Future Industry organization)- Egypt 2013
- Management of Media Institutions (Al Jazeera training organization) Turkey 2016

Technical Skills:

- Digital Marketing
- ICDL Certification (MS Office: Excel, Access, Visual Basic, Word, PowerPoint, FrontPage, Outlook)
- Data Scraping from Websites

Core Competencies:

- Sales Experience
- Market Knowledge
- Strategic Planning
- Multi-task Management
- Time Management
- Ability to Motivate Others
- Ability to Solve Customer Problems
- Hardworking
- Quick Learner

Language Skills:

- English (Fluent)
- Arabic

Career Overview

I am a dynamic and performance-driven E-commerce & Retail Leader with over 10 years of solid experience across both physical Retail and digital commerce, combining in-store operational knowledge with advanced e-commerce strategies to deliver exceptional business results.

I have hands-on expertise in launching, managing, and scaling e-commerce platforms — especially on Shopify — and possess deep knowledge in UX optimization, sales funnel design, and data analytics including UPT, ATV, ASP, CLV, AOV, YOY, CAC, RPR, CCR, P&L, and COGS.

I've built a strong track record in:

- Increasing conversion rates and revenue through data-driven growth strategies.
- Leading cross-functional teams across digital marketing, media buying, merchandising, and platform integration.
- Bridging digital execution with business objectives to achieve scalable, long-term results.

I have worked end-to-end (from strategy to execution) on the following e-commerce websites:

- Adidas Libya – <https://adidas.com/ly>
- WAMA International Group – <https://wamashop.com>

Work experience:



WAMA International Group – Libya

E-commerce Business Directory

adidas | Nike | Champion | Crocs | Lacoste – **Mar 2023 – Present**

Job Description / Key Responsibilities:

- Led the development and execution of comprehensive e-commerce strategies to drive online sales growth and enhance customer experience across all brands.
- Oversaw P&L for the e-commerce business, ensuring revenue targets and profitability goals were consistently achieved.
- Directed cross-functional teams (marketing, operations, IT, and customer service) to deliver seamless digital operations and achieve key business KPIs (AOV, CLV, CAC, Conversion Rate, YOY growth).
- Identified and executed new business opportunities, partnerships, and market expansion strategies to increase the company's digital footprint.
- Optimized website performance and customer journey through data-driven decisions, improving UX/UI and conversion rates.
- Aligned online and offline strategies to ensure a unified omnichannel customer experience.
- Managed budgets, forecasting, and financial planning for e-commerce operations with a focus on cost efficiency and ROI.
- Collaborated with senior stakeholders, vendors, and external partners to deliver large-scale digital initiatives.

Dokkan Company – Tripoli, Libya
Sales & Vendors Relations Manager 2021 – 2023

Job Description / Key Responsibilities:

- Managed relationships with vendors, ensuring optimal product assortment, pricing, and supply chain efficiency.
- Led sales operations, set performance targets, and implemented strategies to drive revenue growth.
- Negotiated contracts and partnerships with suppliers to maximize profitability and strengthen business relationships.
- Analyzed sales data and market trends to identify growth opportunities and improve overall performance.
- Coordinated with cross-functional teams to enhance vendor collaboration and ensure seamless operations.

Adidas & Reebok – Tripoli, Libya
Director of Public Relations & Marketing / Director of Sales Department 2019 – 2021

Job Description / Key Responsibilities:

- Led public relations and marketing strategies to strengthen brand positioning and expand market reach.
- Directed the sales department, overseeing operations, setting sales targets, and driving revenue growth.
- Managed and motivated cross-functional teams to achieve marketing and sales objectives.
- Built and maintained strategic relationships with key stakeholders, partners, and clients to maximize business opportunities.
- Developed and executed integrated campaigns, enhancing brand visibility and customer engagement.

Alhorih Company – Tripoli, Libya
Marketing & Content Supervisor 2015 – 2019

Job Description / Key Responsibilities:

- Supervised and managed content creation across multiple social media platforms to ensure brand consistency and engagement.
- Developed and implemented advertising and marketing plans tailored to client needs, improving brand visibility and customer acquisition.
- Collaborated with clients and internal teams to deliver creative campaigns and meet strategic objectives.
- Monitored campaign performance and provided insights to enhance marketing effectiveness.

Memberships:

- Founding member and Chair of the Preparatory Committee for the strategic plan for the establishment of a public relations company.
- Co-founding member of Benghazi University Forum
- Department of official Communications and Media
- Co-founding member of RouadAlnauhtfor Students of Benghazi University
- Curriculum Vitae
- Fund raising for student activities
- Planning student activities schedule
- Tanagm School – Tunis: Associate Member
- Talks on reducing war and violence
- Co-founding member of Libyan Organization for Cultural Exchange and Democracy
- Political Communications