

Ashrakat Sami Shalaby

E-commerce Content & Production Lead

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SUMMARY

Content Lead with extensive experience managing cross-country content and performance in the retail industry across GCC and Egypt. Proven track record in driving business growth through strategic leadership, data-driven decision-making, and effective team management. Skilled in project management, stakeholder engagement, process optimization, SEO optimization, building strategies annually and enhancing customer experience, seeking to leverage these skills in a challenging role to deliver successful plans and drive organizational excellence.

EXPERIENCE

E-commerce Content & Production Lead, Nice (United Homeware Co.) KSA Nov 2023 – Present

- Transforming Nice into a content/merchandising-led platform starting from the user experience visual and platform building and innovation including the Apps and web
- Leading the content & production team in the E-commerce department
- Building annual content strategies and plans
- Setting quarterly goals to help define and achieve the company's annual goals and targets
- Working along with the SEO agency, directing them and assigning monthly tasks
- Leading SEO-focused content creation efforts to improve organic search rankings and customer engagement
- Enhancing customer navigation and overseeing content creation quality control processes
- Defining a clear process and guidelines for the content and product images
- Tracking the content performance
- Working collaboratively with the product team to deliver the best experience for the customers on our platforms and resolving technical and operational issues
- Working collaboratively with the merchandising team to deliver the monthly content calendar and creative artwork
- Implement automated tools for content processes and serve as the point of contact between them and the commercial team.
- Generating reports to analyze and maintain content performance across multiple categories

Achievements:

- Improved content performance by more than 50%
- Revamped +3k of product images
- Enhanced and optimized content of +5k product

Senior Creative Copywriter, Extra (United Electronics Co.)**Dec 2022 – Oct 2023**

- Defining the annual blog strategy and calendar, creation, and execution
- Creating drafts for the products' content for junior copywriters to follow
- Reviewing junior writers' work
- Working collaboratively with the commercial team to list products on the website
- Ensuring product content is SEO friendly
- Transforming product listing to educational content-driven
- Blog and shopping guide writer
- Working collaboratively with the product team to ensure the content cycle

Achievements:**Helping to deliver the transformation project of eXtra's digital platform****Senior Creative Copywriter, Pillai's Educational Institute, Mumbai, India****Dec 2021 – Jul 2022**

- Creating concise, eye-catching, and innovative headlines and body copy
- Researching and organizing facts and sources
- Consistently brainstorm and collaborate with the team for new ideas and strategies
- Writing a wide variety of topics for multiple platforms (website, blogs, brochures, articles, social updates, banners, etc.)

Operations Executive, TWB-Global, GCC**Dec 2020 – Oct 2021**

- Supervising the team of PM, Sales, and Designers
- Receiving project brief
- Planning, Preparing, and delivering presentations and offers for clients
- Assigning projects to copywriters and reviewing their work
- Delivering the final project to the clients
- Conducting weekly meetings to conduct marketing analysis and updates
- Conducting constant research to keep track of market updates
- Creating content for all internal presentations
- Creating the annual social media plans and calendars
- Creating and managing social media profiles
- Keeping company operations on the right track

Market Research Agent, Infinix, Cairo**Jun 2019**

- Phone call surveying segments of Infinix mobile phone users
- Evaluating and delivering results of the market research

Outdoor Sales Executive, Talabat, Cairo, Egypt**Jun 2019**

- Meeting Restaurant managers or owners to convince them and make deals with them to join the Talabat application
- Closing deals and securing their go-live on the application

EDUCATION

Business/Commerce Bachelor's Degree

Faculty of Commerce English section, Cairo Uni, 2016 – 2020

Graduated from faculty of commerce, English section, Cairo University, **Business Administration Major** with grade **Very Good with Honors**

SKILLS

professional skills:

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| <ul style="list-style-type: none">- Microsoft Office and all its alternatives- Internet Research- Implementing Annual SMART Objectives and plans- Creative Copywriting- Figma- RMS Oracle- SAP- Sales Force- Internet Research- Google Search Console and GA tools | <ul style="list-style-type: none">- Communication- Leadership- Teamwork- Time Management- KPI Development and Monitoring- Organizational and negotiation skills- Dashboard and Report Generation- Operational and Technical Issue Resolution- User Experience Enhancement |
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