

Mohamed AboElWafa

✉ Mahamedomarr12@gmail.com ☎ +201157195173

in <https://www.linkedin.com/in/mohamed-aboelwafa-587149b8>

Education

ARAB ACADEMY FOR SCIENCE, TECHNOLOGY AND MARITIME TRANSPORT
Masters of Business Administration

2021 – 2023
Egypt

Helwan University
Bachelor of Accounting

2014 – 2018
Egypt

Professional Experience

Account Manager
Noon

05/2024 – present
Riyadh, Saudi Arabia

- Managing the Wearables category.
- Increasing selection of SKUs & GMV.- Google BigQuery.
- Acquiring new sellers
- Improve sales growth and store performance.
- Stock replenishment of saleable SKUs
- Train and guide the seller through the seller dashboard.- Submit and manage weekly deals and promotions from sellers.
- Onsite Merchandising.- Category assortment and view planning
- Competitive analysis on pricing and assortment.
- Operational support for sellers
- Sales analysis and category overview analysis.

E-Commerce Section Manager
Abudawood Group

11/2023 – present
Cairo, Egypt

- Managing e-commerce customer end-to-end Sales and Marketing Campaigns, monitoring performance against targets, and implementing strategies to optimize sales outcomes.
- Developed and implemented effective eMarketing strategies to drive brand awareness, customer acquisition, and retention.
- Lead Digital trials and promotional campaigns across multiple B2C customers and brands to optimize user experience and conversion rates, which lead to improvement in customer engagement resulting in increased product adoption and customer engagement.
- Collaborated with cross-functional teams to develop and implement digital marketing strategies.
- Monitored campaign performance, conducted data analysis, and provided actionable insights to improve campaign effectiveness and drive business growth.

Seller Acquisition & Growth
Noon

03/2022 – 11/2023
Cairo, Egypt

- Set daily & monthly KPIs and conduct performance management
- Negotiate with potential vendors to join the platform
- Provide required training to onboard the vendor Liaise between vendors and the commercial department
- Playing a role of key account to onboard sellers
- Assists Category managers with campaign and promotions
- Analysis of industries, product assortment, and price clusters

Senior Vendor Acquisition Specialist Homzmart

08/2021 – 03/2022
Cairo, Egypt

- Participated in continuous improvement by generating suggestions, and engaging in problem-solving activities to support teamwork.
- Conducted research, gathered information from multiple sources, and presented results.
- Proved successful working within tight deadlines and a fast-paced atmosphere.
- Actively listened to customers, handled concerns quickly, and escalated major issues to supervisor.
- Met inventory requirements by negotiating contracts with favorable pricing and delivery schedules

Languages

Arabic — *Native*

English — *Native*