



A l i A b d u l l a h A l - H u m a i l i

E-commerce Specialist | Digital Marketing Executive | Online Sales Manager

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Growth-focused E-commerce & Digital Marketing Professional with 10+ years of experience driving online sales growth, developing high-impact digital campaigns, and optimizing e-commerce platforms across B2B and B2C environments. Expert in SEO, e-commerce operations, digital advertising, customer lifecycle management, and data analytics. Skilled in increasing ROI via data-driven marketing strategies, SEO/SEM, social media advertising, email marketing, and Conversion Rate Optimization (CRO). Excel in managing end-to-end e-commerce operations, including product listing, content management, pricing strategy, and online customer experience. Adept at scaling online sales revenue and launching targeted ad campaigns to boost engagement. Bilingual in English and Arabic.

CORE EXPERTISE

E-commerce Strategy & Operations | SEO Optimization & Web Analytics | Digital Advertising | Social Media Growth | Customer Journey Mapping | E-commerce Platform Management | Google Analytics & SEO | Website Content Management | Meta Ads Management | Inventory Management | Email Marketing Campaigns | Product Listing Optimization | KPI & ROI Measurement | Catalog Management

TECHNICAL SKILLS

Platforms & Tools: Shopify | WooCommerce | WordPress | Oracle JD Edwards | Google Workspace | Microsoft Office Suite

Analytics & BI: Google Analytics | Power BI | Google Data Studio

Marketing & SEO: Meta Ads | Google Ads | SEO Tools | Keyword Research | Campaign Management

CRM & Workflow: Customer Support Tools | Order Fulfillment | CMS | Email Marketing

Web Technologies: HTML/CSS (Basic) | UX Optimization

PROFESSIONAL EXPERIENCE

E-COMMERCE OFFICER • Rashed Abdul Rahman Al-Rashed & Sons - Al-Rashed Polystyrene Factory

2015-2025

- ▶ Managed all aspects of the e-commerce business lifecycle that generated over SAR 7.5M in revenue.
- ▶ Executed SEO strategies to improve discoverability by 30% and boost web traffic and conversion rates.
- ▶ Devised and implemented targeted marketing strategies to enhance online sales by 36% and maximize engagement.
- ▶ Increased brand visibility and customer engagement by developing the company's Instagram presence from scratch.
- ▶ Developed and optimized product listings and visual content across e-commerce platforms.
- ▶ Launched and managed PPC campaigns, such as Meta and Google Ads that drove targeted traffic and ROI.
- ▶ Implemented Google Analytics and conversion tracking to measure campaign success.
- ▶ Played a key role in growing EPS and XPS product sales through online and offline strategies.
- ▶ Utilized Oracle JD Edwards ERP to streamline backend operations and order tracking.

MARKETING COORDINATOR | DATA ENTRY CLERK • Saud Ali Al-Abbad & Partners Co. Ltd

2012-2014

- ▶ Designed and executed product launch campaigns, email marketing, and social media promotions.
- ▶ Increased lead generation and engagement through targeted advertising and compelling visual content.
- ▶ Oversaw B2B and B2C order processing, shipping coordination, and logistics documentation.
- ▶ Enhanced data integrity by implementing automated validation checks that slashed manual entry errors by 98%.
- ▶ Accelerated data processing by 30% through task automation and reduced manual intervention.

EDUCATION

Diploma/International & E-Commerce Trade, Al-Qurayyat Chamber of Commerce • 2020

Certificate/Intermediate Proficiency in English, University of South Alabama

PROFESSIONAL DEVELOPMENT

Supply Chain Management for E-commerce | Introduction to OSHA: Safety Standards & Compliance | Social Media Management Meta Foundations of Digital Marketing & E-Commerce Google | Foundations of Cybersecurity Google | Foundations of Project Management Google | Introduction to Social Media Marketing Meta | Shopify eCommerce Ads Masterclass: Setup/Fundamentals Skillshare | Google Ads Display Certification | Fundamentals of Digital Marketing – Google Digital Garage | Google Agile Essentials

Corporate Training: Developing Personal Accountability | Creating a Positive Work Environment | Agile Principles & Methodologies Overcoming Virtual Team Challenges | Operations Management Functions & Strategies