

SHAYMAA SAADA

E-commerce Content Specialist | PR Pro with AED 15M in Media Value
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Dubai, UAE



Summary

Results-oriented E-commerce content specialist with a strong track record in building and optimizing Shopify stores, creating SEO-driven content, and enhancing product catalogs to increase traffic, conversions, and customer satisfaction. Experienced in streamlining operations across product listings, inventory management, and order fulfillment. Adept at implementing marketing strategies, improving user experience, and executing SOPs to ensure consistency and scalability.

Experience

Freelance E-commerce Content Specialist

01/2023 - present

Provide content solutions for e-commerce businesses

- Ensure accurate and enriched product listings aligned with SOPs, enhancing catalog quality and customer experience (CX).
- Identify and resolve catalog/CX issues, escalating as needed and collaborating cross-functionally.
- Build and manage user-friendly Shopify stores, optimizing product pages with SEO-driven content, images, pricing, filters, and metafields.
- Conduct keyword research and implemented on-page SEO (meta titles, meta descriptions, headers, alt text, URLs) to boost visibility and traffic.
- Craft compelling product descriptions, website copy, and blog posts optimized for search engines.
- Manage inventory and stock management, coordinate restocking with suppliers, and addressed quality issues.
- Handled order fulfillment and automated customer notifications.
- Deliver responsive customer service communications and implement review collection workflows.
- Create and analyze email marketing campaigns (welcome flows, cart recovery) using tools like Omnisend.
- Track site and campaign performance with Google Analytics and Search Console to inform data-driven improvements.

Tools Used: Shopify, Semrush, Ubersuggest, ChatGPT, Excel, Microsoft Clarity, Canva, Google Analytics, Google Search Console, Omnisend, CapCut.

E-commerce & Operations Manager

Family-Owned Furniture Business

05/2020 – 12/2022

Manage e-commerce operations and content for family-owned furniture business

- Managed daily business operations and team coordination.
- Handled inventory management and supplier relationships.
- Delivered personalized customer service and assisted in sales.
- Supported logistics, including deliveries and in-store organization.

Public Relations Specialist

Dubai, UAE

Al Tayer Motors

01/2015 – 08/2019

Manage PR activities for luxury automotive brands (Ferrari, Maserati, Jaguar, Land Rover, Ford, Lincoln and Ford Trucks)

- Wrote impactful Arabic content (press releases, speeches, web, and social media)
- Built strong media and government relationships, securing consistent positive coverage.
- Pitched fresh stories that increased media visibility by 84% across key regional outlets.
- Managed high-profile events and coordinated international media trips, improving media engagement.

Public Relations Executive

Dubai, UAE

Al Tayer Insignia

01/2013 – 07/2015

Manage PR activities for luxury brands (Alexander McQueen, Giorgio Armani, Dolce & Gabbana, Emilio Pucci, Marni, Moschino, Stella McCartney, Jimmy Choo, Bvlgari and Pomelato)

- Led launches, store openings, and seasonal campaigns to boost media visibility.
- Wrote press releases and managed media outreach and photoshoots.
- Executed 20+ campaigns to enhance brand awareness and coverage.
- Managed media inquiries and photoshoots to showcase luxury brands.

Corporate Marketing Communications Coordinator

Dubai, UAE

Al Tayer Group

02/2008 – 01/2013

Monitored Arabic and English media coverage and translated communications for wider reach.

- Supported PR campaigns and built media relations across UAE, Kuwait, and Bahrain.
- Created PR calendars and aligned promotions with marketing goals.
- Delivered intern training and ensured smooth department operations.

Public Relations Manager

Palestine & Egypt

Palestinian Ministry of Foreign Affairs

01/2005 – 12/2007

Promoted Palestine's heritage and community engagement in Egypt.

- Managed official communications, translations, and diplomatic correspondence.
- Led PR efforts for the Embassy's website and social media.
- Coordinated cultural events and receptions, ensuring protocol compliance.
- Monitored media coverage to support informed decision-making.

Education

B.A Architecture Engineering, Alexandria University

Diploma of Public Relations & Mass Communications, Cairo University

Strengths

Teamwork	Honesty & Integrity	Self-Motivated
Strong teamwork skills, able to collaborate effectively with various teams and clients	Integrity and honesty in all professional dealings and communications	Ability to remain self-motivated and committed to achieving results

Key Achievements

Media Coverage	PR Management	Trategic Budget Management
Successfully increased PR value by 84% across various media platforms over a four-year period	Secured media coverage valued at AED 12,508,414 through strategic project management	Implemented budget restructuring that led to a 5% reduction in overall expenditures

Languages

Arabic English	Native or Bilingual Proficiency Full Professional Proficiency
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Skills

E-commerce Strategy, SEO Content Writing, Product Listing Optimization, Shopify Management, Email Marketing Campaigns, Catalog Management, Media & PR Relations, Event Coordination, Google Analytics and Content Localization (Arabic/English).