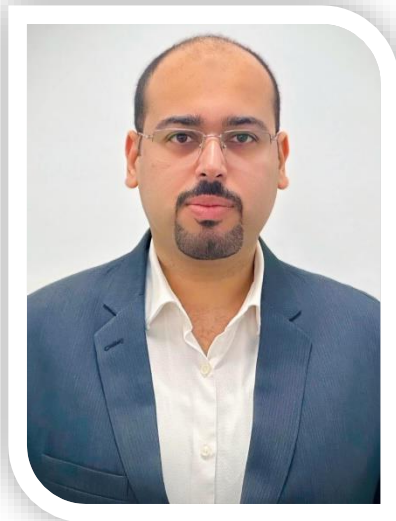


Osama Elsafori

E-Commerce Director / E-Commerce Manager



highly experienced E-commerce Professional with several years' experience in the digital marketing industry . Goal-driven with expertise in diverse experience implementing and streamlining e-commerce operations driving unprecedented business growth.

I'm looking for a new role in supporting the development, operations, and management of a corporate electronic commerce program. after my 20 year's experience in Digital Marketing ,web industry And e-commerce application using Magento I don't like setting on a desk doing the usual work every day without trying to know anything new in –my field or use a new way to achieve my duties , setting monthly and yearly goals to achieve and monitoring all what I care of in my job.

WORK EXPERIENCE



WWW.ELSAFORI.COM

ABDULLAH ALOTHAIM - OTHAIM LIFE

E-Commerce Lead - 2024 – until now

I currently serve as the **E-Commerce Leader** at **Al Othaim Life**, where I am responsible for the development and execution of online sales strategies. My role involves managing digital marketing initiatives, ensuring an optimal customer experience, and driving growth across the e-commerce platform. My primary focus is on optimizing website performance, enhancing online visibility, and achieving revenue growth for the brand's digital presence.

As the E-Commerce Lead at **Al Othaim Life**, based in Riyadh, I oversee the company's e-commerce operations to achieve strategic objectives and drive digital growth.

- **E-Commerce Strategy Management:** Designing and implementing comprehensive strategies to enhance online sales and achieve monthly and annual targets.
- **Website Performance Management:** Daily monitoring of website performance, including load speed, user experience, and technical issue resolution in collaboration with the technical team.
- **Data Analysis and Reporting:** Utilizing tools such as **Google Analytics 4** and **Shopify Analytics** to evaluate performance, track traffic, and analyze user trends and behaviors.
- **Digital Marketing Coordination:** Managing digital marketing campaigns in partnership with the marketing team, focusing on improving email marketing and promotional performance.
- **User Experience Optimization:** Conducting regular tests and quality checks to ensure a seamless shopping experience for users.
- **Brand Collaboration:** Coordinating with global brands represented by the company to align e-commerce strategies with their goals and vision.
- **Comprehensive Reporting:** Preparing detailed weekly and monthly reports that include key performance indicators such as sales, conversion rates, and average order value, sharing them with key stakeholders.

Brands Under Management

Al Othaim Life represents a diverse portfolio of global and renowned brands, including but not limited to:

Lipsy London / Kiabi / IKKS / La Vie en Rose / La Senza / Jimmy Key / Gerry Weber / Flormar, Bizou / Golden Rose / Gemo / Croff / Bella Maison / Aldo Accessories / Accessorize / Bijou Brigitte / Aldo / adL / Women'secret / Tao Kids / Stefanel / Ziddy / Undiz / Stenders / Quiz / Piazza Italia / Parfois / Springfield / Piombo, Penti / OVS / Monsoon Children / Marie France / Oxxo / Monsoon / Marwa
and many other leading brands in the fashion and beauty sectors.

Key Achievements

- Achieved significant growth in digital revenue by enhancing user experience and increasing conversion rates.
- Improved website performance and reduced bounce rates through data-driven strategies.
- Expanded the customer base by leveraging advanced analytics to understand user behavior and demographics.
- Strengthened relationships with partner brands to ensure consistent and impactful product representation on the platform.

BACK COMFORT CO.

E-Commerce Manager - 2019 – 2023

Responsible for leading and organizing all aspects of the e-commerce business for backcomfort.com.sa sites . As well as content creation and organization of supporting website for backcomfort co .

- Managed online marketing and promotional calendars by integrating campaigns and daily promotional offers.
- Developed and implemented internal and external cross-functional training programs for organization.
- Increased repeat customer base by maintaining relationships with high-profile clients and effectively managing service issues.
- Contacted customers via phone and email to explore connections, offer services and cement relationships.
- Established sales goals and strategies that contributed to increased growth in sales and profitability.
- Elevated team performance via strategic planning and coaching in areas of prospecting, sales and value-added presentations.
- Managed employee payroll, hiring, termination, and training to ensure maximum productivity.
- Built sales forecasts and schedules to reflect desired productivity targets.
- Secured sales targets by building successful sales teams, preparing yearly sales and marketing budgets and implementing strategic action plans.
- Optimized sales and marketing directives by closely monitoring employee progress, reviewing regional and local markets and effectively managing inventories.

Manage all aspects of the e-commerce business including content strategy and development, promotional campaigns, website design, customer service and web analytics.

- Generate and implement new sales and marketing initiatives to increase e-commerce sales and profitability.
- Oversaw numerous product & campaign launches.
- Managed, measured and reported on product and category sales.
- Created and maintain email marketing list and campaigns.
- Manage SEM and SEO , campaigns Google Ads & snapchat Ads & meta Ads & twitter Ads & tik tok Ads
- Increased profits by developing, initiating, and managing Abandon Cart Email campaign.
- Proficient in Google services such as (Tag Manager - Analytics - Looker Studio - Optimize - google search console)
- Proficient in Magento e-commerce platform as well as Wordpress.

Work on launching Microsoft 365 with Integrate Magento store with Microsoft Dynamic 365 Finance and Operations in real-time

- Real-time Order Sync: Real-time Automation and synchronization of orders, customers & billing data. Support recurring Orders, Order Cancellations & Refunds.
- Inventory Management: Automatic syncing of inventory levels and billing info from ERP/Store.
- Auto Order Fulfillment: Automatic export of fulfillment and shipping information from Dynamics 365 Fin and Ops to Magento and Magento Plus
- Real-time Data Sync: Real-Time Sync of product information from Dynamics 365 Fin & Ops to Magento (Description, pricing, features, lot size, etc.)
- Customizations: The connector is fully customizable, so you can add any functionality you need to it's out of the box feature set. Support for matrix items, multiple pricing levels/tiers & multiple warehouses.
- Data Migration: Migration of Magento data into your MS Dynamics ERP

ABDULLAH ALOTHAIM - FUN WORLD INTL

Digital Marketing And Website Manager - 2016 – 2019

Tracking conversion rates and making the improvement to the website. Development, Management and digital marketing campaigns. Utilising a range of techniques including paid search, SEO and PPC. Overseeing the social media strategy for the company.

EGYPTIAN COMPANY FOR WEB SERVICES

Team Leader Marketing Commission (Affiliate) - 2015 – 2016

Formation of a working group of professionals in Affiliate, action strategies, action plans to profit from the Internet engine optimization, training Teamwork, start marketing the products of the companies we partner with (Namshi, wadi, Bayt, Souq, Amazon, eBay, Ikoo and Clickbank).

MEODITY

Digital Marketing Solutions - 2015 – 2015

Digital marketing at MEODity is a global specialist in the production, exportation and consumption of energy. on top of the world as producers of Silver and Titanium minerals, copper, iron ore, Aluminum, manganese, energy coal, Nickel, Metallurgical coal, and Uranium.

THE R.O.I CO

do proper Affiliate Marketing that yields to Return on Investment - 2015 – 2015

Our performance advertising team of experts runs many affiliate programs in various niches from most of the global affiliate networks. Our structure allows us to stay focused, build efficiencies, and leverage our specialization experience. Our philosophy revolves around running performance campaigns with confidence using the appropriate channels and complies with affiliate program details to achieve the return on investment pursued by merchants. Our vision is to become one of the leading affiliate marketing companies generating a huge volume of leads & sales to a vast portfolio of merchants around the world.

DAT GERMANY AND ZAKI GROUP

Digital E-Marketing Assistant Director - 2012 – 2014

Analytical Web , E-Marketing plan, Study competitors , study products , open new markets , publishing brand , selling online , online relationships .

ITC, INTEGRATED FOR TRAINING

Digital E-Marketing - Social Media Specialist - 2011 – 2011

Company marketing courses within the Kingdom and open new markets in the Arab countries, marketing social media sites for 7 websites and targeting research words from the search engines, online work.

IT VISION EGYPT

Analytical studies of e-marketing one of its projects (Vodafone Egypt) - 2010 – 2011

Processing of content and research keywords for each product - SEO Search Engine Optimization.

BECOM ACADEMY

Web Developer - E-Marketing - Content Management - 2010 – 2010

Job developer websites and publicity sites and e-marketing And director of content for more than 25 special site Becom academic - Academy of Business & Commerce

SHABABY.ORG AND AM GROUP AND NETMASR

Developer Web - E-marketing - E-commerce - 2007 – 2010

You create hundreds of websites to support e-commerce

SKILLS

PROFESSIONAL SKILLS

Communication

Leadership

Confidence

TOP SKILLS

e-Commerce

Digital Marketing Strategies

Digital Marketing Solutions

Search Engine Optimization (SEO)

Pay-Per-Click (PPC)

Social Media Marketing (SMM)

eMail Marketing -

Mobile Marketing -

Video Marketing

Landing Page Strategies / Optimization

Web Analytics - Digital Analysis

Managing many website platforms such as Joomla and WordPress

EDUCATION

MBA OF E-COMMERCE & E-MARKETING

St. cairo university - information technology club (6 M) - Graduation Oct 2015

St. Syndicate of E-Commerce and Technology (6 M) - Graduation Oct 2015

St. ECDL E-COMMERCE DRIVING LICENCE (6 M) - Graduation Oct 2015

St. ECT Institute of E-Commerce and Technology (6 M) - Graduation Oct 2015

BACHELOR OF INFORMATION SYSTEMS MANAGEMENT

St. Al-Obour high Institute (4 Y Course) - Graduation May 2007

COURSE OF WEB DESIGN & DEVELOPMENT

St. AL- Obour Traning & Education Center (1 Y Course) - Graduation May 2007

PROFILE ELSAFORY.COM

FULL NAME OSAMA ABDEL-RAHMAN ELSAFORY

BORN 20 Dec 1984 - Abu Kabir, Ash Sharqiya, EG

STATUS Married - Four children

CONTACT elsafory@gmail.com - +(966)-0548781590 - Al Rabwa - Riyadh, Saudi Arabia - K.S.A