

HIDAYAT ULLAH KHAN

E-Commerce Specialist | 6+ Years Experience

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PROFESSIONAL SUMMARY

Results-driven E-Commerce Specialist with 6+ years of proven expertise in scaling high-performance online stores and digital retail operations across GCC markets and internationally. Skilled in end-to-end e-commerce management from platform architecture and marketplace strategy to paid acquisition, conversion optimization, and B2B sales enablement. Track record of driving revenue growth, reducing acquisition costs, and delivering exceptional customer experiences across Retail, Fashion, Jewelry, and Corporate Supply verticals. Bilingual (English/Arabic) with deep expertise in GCC consumer behavior, regional payment ecosystems, and omnichannel retail strategy.

CORE COMPETENCIES

E-Commerce Strategy & Platform Management

- Marketplace Operations (Amazon, Noon)
- Product Catalogue & Listing Optimization

Conversion Rate Optimization (CRO)

- Paid Acquisition (Google Shopping, Meta, Amazon Ads)
- SEO for E-Commerce & Category Pages

Customer Retention & Lifecycle Marketing

- CRM & Email/SMS Automation
- Cart Abandonment & Funnel Optimization

Analytics & Revenue Reporting (GA4, Shopify Analytics)

- B2B & B2C Sales Growth
- Cross-Functional Team Collaboration

PROFESSIONAL EXPERIENCE

E-Commerce Specialist

Pandora — Riyadh, Saudi Arabia (Onsite)

Aug 2025 – Feb 2026

Leading B2B & B2C e-commerce provider of Artificial Jewellery serving Retailers, Boutiques and Corporate clients across GCC Market.

- Manage end-to-end B2B e-commerce operations including platform management, product catalogue optimization, pricing strategy, and wholesale client portal development across GCC markets.
- Optimize product listings for 800+ jewelry SKUs with SEO-rich descriptions, high-quality imagery, and technical specifications to enhance discoverability and conversion.
- Develop and execute wholesale pricing strategies, bulk order workflows, and custom quotation systems for corporate and retail B2B clients.
- Collaborate with logistics and supply chain teams to ensure seamless order fulfillment, inventory synchronization, and on-time delivery across GCC markets.
- Analyze sales performance, customer acquisition metrics, and B2B funnel optimization opportunities using GA4 and e-commerce analytics dashboards.

E-Commerce Specialist

Uniform & Accessories Warehouse — California, USA (Remote)

Oct 2022 – Mar 2025

Leading B2B/B2C e-commerce retailer specializing in corporate uniforms and accessories, serving enterprise clients and direct consumers across the USA and international markets.

- Drove 20% annual revenue growth through end-to-end e-commerce management including storefront operations, promotional planning, and customer experience optimization.
- Achieved 4x+ ROAS and reduced CPA by 18% through data-driven acquisition funnels across Google Shopping, Search, and Meta Ads.
- Increased organic product visibility by 35% through comprehensive listing optimization across 500+ SKUs with enhanced titles, descriptions, and structured data.
- Improved AOV by 14% via CRO initiatives including A/B testing, checkout flow optimization, and strategic upsell/cross-sell modules.
- Increased B2B repeat purchase rate by 25% by developing dedicated corporate client portals and bulk-ordering solutions.
- Delivered monthly performance reports analyzing conversion rate, bounce rate and key e-commerce KPIs using GA4 and Shopify Analytics

E-Commerce & Digital Retailer

Al Baladi Supermarkets — Doha, Qatar (Remote)

Mar 2021 – Jun 2022

One of Qatar's prominent retail supermarket chains operating multiple physical and digital touchpoints serving a large, diverse GCC consumer base.

- Optimized 1,000+ product listings with SEO best practices, accurate categorization, and keyword-enriched copy to improve discoverability.
- Launched omnichannel promotional campaigns driving significant order spikes during Ramadan, Eid, and National Day seasonal peaks.
- Reduced out-of-stock complaints by 30% by coordinating inventory synchronization between supply chain and live product listings.
- Conducted competitive intelligence reviews on pricing, promotions, and product assortment to inform merchandising strategies

Digital Marketing Coordinator

Talent House — Dubai, UAE (Remote)

Dec 2019 – Nov 2020

Award-winning creative and digital marketing agency serving clients across retail, lifestyle, F&B, and technology sectors in the UAE.

- Managed digital marketing campaigns for 8+ client accounts covering paid media, content strategy, social media, and SEO
- Optimized paid social and Google Ads campaigns for B2C clients to maximize CTR, engagement, and conversion rates
- Collaborated cross-functionally to deliver integrated campaigns on time and within budget, achieving 85%+ client retention
- Refined campaign messaging through market research and customer insights, improving client performance metrics.

SEO Analyst

Broad Way Solution — Peshawar, Pakistan (onsite)

Jun 2018 – Sep 2019

Digital solutions agency delivering SEO, web development, and performance marketing services for regional and international clients.

- Delivered 25% organic traffic growth within 6 months through on-page SEO optimization and content gap analysis
- Improved Core Web Vitals scores through technical SEO audits and collaboration with development teams.
- Increased organic CTR by 19% through strategic keyword targeting aligned with client business objectives.

KEY E-COMMERCE ACHIEVEMENTS

- **20% Revenue Growth:** Drove year-over-year Gross Merchandise Value increase through integrated acquisition, retention, and CRO strategies.
- **35% Organic Visibility Uplift:** Improved search visibility and CTR for 500+ product listings through structured SEO optimization.
- **12% Cart Recovery:** Implemented automated lifecycle workflows recovering 12% of abandoned carts monthly.
- **18% CPA Reduction:** Achieved consistent cost-per-acquisition reduction through optimized paid shopping campaigns.

EDUCATION

Master of Science — Computer Science (Machine Learning)

IBMS, University of Agriculture Peshawar | 2016 – 2018

Bachelor of Science — Computer Science (BSCS)

IBMS, University of Agriculture Peshawar | 2011 – 2015

PROFESSIONAL CERTIFICATIONS

- **Google Ads AI-Powered Performance Certification** — Google (2025)
- **Search Engine Optimization (SEO)** — DigiSkills / Google (2022)
- **Communication & Soft Skills for Professionals** — DigiSkills (2022)
- **Virtual Assistant & Digital Productivity** — DigiSkills (2022)
- **AWS Solutions Architect** — KPITB / Amazon Web Services (2019)
- **Web Technologies & Development** — KPITB (2015)

E-COMMERCE TECHNOLOGY & TOOLS

- **Platforms & CMS:** Shopify, WooCommerce, Magento, BigCommerce
- **Marketplaces:** Amazon Seller Central, Noon.
- **Paid Acquisition:** Google Shopping, Google Ads, Meta Ads, Snapchat Ads, TikTok Ads
- **SEO & CRO Tools:** SEMrush, Ahrefs, Screaming Frog, Google Optimize, SurferSEO
- **Analytics & BI:** Google Analytics 4, Shopify Analytics, Looker Studio
- **Feed & Catalogue:** DataFeedWatch, Google Merchant Center
- **Operations:** Logistics/3PL Coordination, Inventory Management, Order Management Systems (OMS)

LANGUAGES

English — Fluent (Professional) | **Arabic** — Conversational (GCC Business Context) | **Urdu / Pashto** — Native