Ahmed M. AbdAllah

**** +201224063432

• Alexandria, Egypt

in Ahmed AbdAllah



Dynamic E-commerce Manager with over two decades of experience in ICT, Web development, E-commerce, and Digital Marketing within both public and private sectors. Demonstrated history of enhancing profitability through strategic management and innovative marketing approaches. Proficient in boosting customer loyalty through consistent trend analysis and well-executed promotional strategies.

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PROFESSIONAL EXPERIENCE

- Leveraged web analytics tools to identify market trends and analyze search patterns in target markets, informing strategic decision-making.
- Led website optimization efforts using SEO, SEM, SMM, PPC, and Email marketing campaigns. Registered on international yellow pages and business directories to boost website traffic.
- Developed and implemented digital marketing strategies and campaigns for agriculture product launches, tailored to the specific needs of target markets.

EGYFRESH limited (Wholesale trading of fruit and vegetables), E-Commerce and Digital Marketing Lead ☑

- Planned, organized, directed, controlled, and evaluated the design and development to manage the organization's online business model and strategy.
- Established distribution networks for products and services, initiated market research studies, analyzed findings, assisted in product development, and directed and evaluated the marketing strategies of establishments.
- Developed and implemented procedures for ongoing website revision.
- Ensured website functionality and participated in website architecture and design in collaboration with designers.
- Researched and evaluated a variety of interactive media software products.
- Ensured compliance with legal and regulatory requirements related to digital marketing and e-commerce, including data privacy and consumer protection laws.

2019 – present El Sadat City, Egypt

2018 – 2019 June London, United Kingdom

Jolly Food Industries S.A.E. (International trader of organic food and essential oils products), Digital Marketing Lead ☑

- Utilized advanced web analytics tools to discern market trends, effectively gauge activity, and conduct comprehensive analysis of search patterns within our target markets.
- Optimized websites using a variety of tools, including SEO, SEM, SMM, PPC, and email marketing campaigns, and register on international platforms like Europages, Yellow Pages, and business directories to boost website traffic.
- Designed and implemented digital marketing strategies and calendars for launching agricultural products, tailored to the specific needs of our target markets. Additionally, I manage the collection of orders from importers, prepare Proforma invoices as per their requirements, and forward these to our Export Management team for further processing."

Alexandria Governorate official portal, MS SharePoint Administrator 🗷

- Develop, write, modify, integrate and test Web site related code and Web application interfaces
- Conduct tests and analyze data to monitor quality, security, user interface experiences and to identify areas for improvement.
- Develop and implement procedures for ongoing Web site revision
- Monitor and maintain Web site functionality.
- Participate in Web site architecture and design in collaboration with designers.
- Research and evaluate a variety of interactive media software products.

State Property Protection Authority of Alexandria Governorate, Information Center Manager

- Plan, organize, direct, control and evaluate the operations of information systems and electronic data processing (EDP) departments.
- Develop and implement policies and procedures for electronic data processing and computer systems development and operations.
- Assemble and manage teams of information systems personnel to design, develop, implement, operate and administer computer and telecommunications software, networks and information systems.

State Property Protection Authority of Alexandria Governorate, Technical support specialist

- Communicate electronically and in person with computer users experiencing difficulties to determine and document problems experienced.
- Consult user guides, technical manuals and other documents to research and implement solutions
- Reproduce, diagnose and resolve technical problems encountered by users.
- Provide advice and training to users in response to identified difficulties.
- Provide business systems, network and Internet support to users in response to identified difficulties.
- Collect, organize and maintain a problems and solutions log for use by other technical support analysts
- Participate in the redesign of applications and other software.
- Supervise other technical support workers.

2014 – 2018 Alexandria, Egypt

2012 – 2014 Alexandria, Egypt

2008 – 2012 Alexandria, Egypt

> 2004 – 2008 Alexandria

EDUCATION

Bachelor of Computer Science, King Mariout Academy

1997 – 2001 Alexandria, Egypt

SKILLS

E-commerce development

Comprehensive knowledge of E-commerce business development, processes and E-commerce concepts and terminologies.

Content Management Systems CMS

Magento - WordPress, Shopify, Woocommerce, Drupal, OpenCart

Microsoft SharePoint

Administration, analysis, design, hands-on development and delivery of web-based applications.

Adobe Photoshop, Illustrator

SEO • • •

Monitoring and tracking the performance of SEO, including site traffic, banner advert performance and back links.

Networking

Familiarity with Data communications hardware/software, including routers, switches and firewalls.

Communication

Excellent presentation and communication skills (to both technical and non-technical audiences, written and verbal)

Microsoft Power BI

Team management

Demonstrated ability to work and manage teams with strong interpersonal skills, both written and oral, and a positive attitude toward sharing expertise and assisting others to learn.

Digital Marketing

Affiliate marketing, Social Media management & SMM (Social Media Marketing) FB, instagram, YouTube, TikTok, snapchat, Email marketing, e-newsletters and PPC Campaigns.

MS Dynamics ERP/CRM

HTLM / PHP / CSS / JavaScript

Google Analytics, Google Ads and Google Adwords

AI Prompt Engineering

I've begun my journey into learning AI prompt engineering, a fascinating field that combines technology and creativity.

Information Security Policies and • • • • • Procedure

Office 365

Self-management and organization skills

Financial management

I possess strong financial management skills, specifically tailored for the dynamic and fast-paced world of e-commerce.

LANGUAGES

Arabic • • • • English