

Ammar Alorabi

Digital Marketing & eCommerce Specialist
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PROFILE SUMMARY

Results-driven Digital Marketer and Store Manager with proven experience managing both physical and online stores. Strong expertise in eCommerce operations, SEO, digital advertising, and customer service. Skilled at optimizing sales, coordinating teams, and managing logistics for Saudi and Egyptian markets. Passionate about helping brands grow through data-driven marketing and efficient operations.

PROFESSIONAL EXPERIENCE

E-Commerce Store Manager – Oud Center, Riyadh

Managed overall store operations, sales, and staff performance. Responsible for inventory, cashier duties, and daily financial closing. Improved customer experience and boosted daily sales through effective in-store promotions.

Operations Manager for Two Branches – Bait Al-Biryani Restaurant, Jeddah

Supervised two restaurant branches and ensured smooth daily operations. Handled cashier duties, employee scheduling, and financial closing. Maintained high service quality and ensured customer satisfaction.

E-Commerce Store Manager – Aanyah Kitchenware, Jeddah (Remote from Egypt)

Managed online store operations remotely, including product uploads, stock control, and logistics coordination. Oversaw marketing strategies, reporting, and customer service to improve efficiency and increase sales.

Freelance Digital Marketer – Alexandria, Egypt

Provided digital marketing services including SEO, advertising campaigns, and analytics setup. Helped eCommerce brands increase visibility and conversions through data-driven strategies.

KEY SKILLS

- Digital Marketing & SEO Optimization
- eCommerce Store Management (Shopify, Salla, WooCommerce)
- Facebook, Instagram & TikTok Ads
- Customer Service & Communication
- Inventory & Operations Management
- Google Analytics & Tag Manager

EDUCATION

- Bachelor's Degree in Business Administration – Shaqra University, Saudi Arabia
- English Language Certificate – British Council (Level A1–A2, CEFR), 58 training hours between 12 January 2025 and 7 October 2025.