

RA'AD AL-KHATIB

E-BUSINESS & E-COMMERCE SPECIALIST

 Jordan , Amman |  raad.alkhateeb.994@gmail.com |  +962790989110

SUMMARY

E-business specialist manages online business operations, including e-commerce platforms, digital marketing, and online customer engagement. They analyze market trends, optimize websites for sales, and ensure smooth transaction processes. Their role involves leveraging technology and data to drive online business growth, improve user experience, and enhance brand visibility in the digital marketplace.

SKILLS

- **Web Development: Knowledge:** of HTML, CSS, JavaScript, and web design principles.
- **commerce Platforms:** Proficiency in platforms like Shopify, Magento, WooCommerce.
- **SEO/SEM:** Expertise in search engine optimization and marketing techniques.
- **Data Analytics:** Proficient in Google Analytics, data analysis, and reporting tools.
- **CMS:** Experience with content management systems (WordPress, Magento).
- **Digital Marketing Tools:** Familiarity with email marketing, social media, and PPC advertising tools.
- **Cybersecurity:** Understanding of online security protocols and data protection.
- **UX/UI Design:** Knowledge of user experience and interface design principles.
- **CRM Software:** Proficient in customer relationship management.
- **Payment Gateway Integration:** Knowledge of payment systems.
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PROFESSIONAL EXPERIENCE

- Promoter, Icon 51 agency , Huawei project , Jordan

2013 - 2014

 - **Customer Engagement:** Promote and demonstrate phone products outdoors.
 - **Product Knowledge:** Maintain expertise in phone models and features.
 - **Sales Promotion:** Conduct demonstrations and in-store events.
 - **Lead Generation:** Identify and qualify leads for the sales team.
 - **Market Research:** Gather customer feedback on trends and preferences.
 - **Event Coordination:** Organize promotional events and booths.
 - **Reporting:** Track sales, promotional activities, and customer feedback.
 - **Customer Support:** Address inquiries and resolve issues.
 - **Sales Goals:** Achieve or exceed sales targets.
 - **Brand Representation:** Represent the company positively in all interactions.

- Project Manger, Icon 51 agency , Huawei project , Jordan

2014 - 2015

 - **Project Planning & Coordination:** Develop and manage project plans for timely marketing campaign delivery.
 - **Budget Management:** Oversee budgets, track expenses, and ensure cost efficiency.
 - **Client Communication:** Act as the main client contact, providing updates and meeting expectations.
 - **Team Leadership:** Lead cross-functional teams (designers, copywriters, marketers) to achieve project goals.
 - **Campaign Execution:** Ensure marketing campaigns meet quality standards and deadlines.
 - **Risk Management:** Identify and mitigate project risks.
 - **Performance Tracking:** Monitor progress and adjust strategies as needed.
 - **Resource Allocation:** Manage resources effectively for team performance.
 - **Stakeholder Management:** Engage with stakeholders for alignment and updates.
 - **Quality Assurance:** Ensure project outputs meet quality standards and client expectations.

- **Oversee Daily Operations:** Ensure smooth store operations and policy adherence.
- **Lead & Supervise Staff:** Recruit, train, and manage staff for high customer service.
- **Manage Inventory:** Monitor stock levels, ordering, and loss prevention.
- **Develop Sales Strategies:** Create strategies and promotions to meet revenue targets.
- **Monitor Financial Performance:** Track sales, expenses, and profitability.
- **Ensure Customer Satisfaction:** Address inquiries and resolve issues for positive experiences.
- **Maintain Store Appearance:** Keep the store clean, organized, and attractive.
- **Handle Merchandising:** Manage product displays to maximize sales.
- **Implement Marketing Initiatives:** Execute in-store campaigns to boost traffic and sales.
- **Analyze Sales Data:** Review data to identify trends and improvement opportunities.

Junior SEO Specialist , SSG General Trading , Jordan

2017 - 2018

- **Assist with Keyword Research:** Support in identifying keywords, using SEO tools (like Google Keyword Planner, SEMrush, etc.), and helping create keyword lists for content strategies.
- **On-Page Optimization Support:** Help optimize basic elements such as title tags, meta descriptions, header tags, and URLs under the guidance of senior specialists.
- **Content Optimization:** Assist in editing and optimizing content for SEO, including writing meta descriptions and incorporating keywords.
- **Monitoring and Reporting:** Track rankings, traffic, and other SEO metrics using tools like Google Analytics or Google Search Console and assist in creating reports.
- **Link Building Assistance:** Help with link building activities, like outreach, creating guest posts, and identifying potential link sources.
- **SEO Audits:** Conduct basic SEO audits of websites, looking for common SEO issues, and reporting findings.
- **Local SEO Support:** Assist in managing and updating Google My Business profiles and local listings.
- **Learning SEO Tools:** Gain hands-on experience with SEO tools (e.g., Ahrefs, Moz, Screaming Frog) under supervision.
- **Tracking Competitor SEO Activities:** Help monitor competitors' websites and report on their SEO strategies.
- **Assist with Technical SEO Tasks:** Support more senior team members in performing technical SEO tasks like fixing broken links or optimizing site speed, but may not lead these tasks independently.

E-commerce & Digital Marketing Manager , Samsung , Jordan

2019 - 2023

- **E-commerce Strategy Development:** Develop and implement strategies to drive online sales, including optimizing product listings, promotions, and the user experience.
- **Website Management:** Oversee the day-to-day management of the e-commerce website, ensuring it is user-friendly, up-to-date, and optimized for conversions.
- **Product Catalog Management:** Ensure products are properly categorized, accurately described, and up-to-date with pricing, availability, and images.
- **Inventory Management:** Collaborate with inventory and supply chain teams to ensure products are in stock and manage stock levels effectively.
- **Sales Reporting and Analytics:** Use analytics tools to track e-commerce sales performance, customer behavior, and identify opportunities for improvement.
- **Order Fulfillment & Customer Service:** Ensure smooth order processing, fulfillment, and delivery, while addressing customer service issues and managing returns.
- **Payment Gateway Management:** Oversee integration with payment gateways, ensuring secure, efficient, and seamless payment processing for customers.

- **Pricing Strategy:** Develop and monitor pricing strategies to stay competitive, maximize profitability, and apply discounts, special offers, and seasonal promotions.
- **Cross-Channel Integration:** Integrate the e-commerce platform with other channels to ensure a consistent brand experience.
- **Customer Retention:** Develop loyalty programs, promotions, and other tactics to increase customer retention and repeat business.
- **Digital Marketing Strategy:** Develop and execute comprehensive digital marketing strategies across various channels (SEO, SEM, email marketing, content marketing, social media, etc.) to drive traffic and sales.
- **SEO and SEM:** Lead search engine optimization (SEO) and search engine marketing (SEM) efforts to increase organic traffic and optimize paid search campaigns
- **Social Media Marketing:** Create and manage paid and organic social media campaigns across platforms like Facebook, Instagram, TikTok, and LinkedIn to drive engagement and sales.
- **Email Marketing:** Design and implement targeted email campaigns, newsletters, and automations for customer retention, promotions, and product updates.
- **Content Creation:** Work with content creators or develop content (blog posts, videos, infographics) for marketing campaigns and e-commerce product pages.
- **PPC Campaigns:** Manage pay-per-click advertising campaigns to generate leads and increase conversions.
- **Influencer & Affiliate Marketing:** Collaborate with influencers and affiliates to expand the brand's reach and drive traffic to the e-commerce store.
- **Performance Tracking and Reporting:** Monitor key performance indicators (KPIs)
- **A/B Testing and Optimization:** Conduct A/B testing for website elements, ads, and marketing campaigns to optimize performance and conversions.
- **Budget Management:** Develop and manage the digital marketing budget, ensuring optimal allocation across channels to maximize ROI.

Social media manger & website Manager , Diamondstar electronics, Jordan

2 0 20- 2023

- Develop and implement social media strategy.
- Create and curate engaging content for social platforms.
- Manage social media campaigns (organic and paid).
- Engage with followers and manage community interaction.
- Track and analyze social media performance using analytics tools.
- Stay updated with social media trends and best practices.
- Manage social media advertising (Facebook Ads, Instagram Ads, Tiktok).
- Ensure brand consistency across all platforms.
- Collaborate with marketing and design teams.
- Manage influencer and affiliate marketing initiatives.
- Develop and implement website strategies for performance and UX.
- Oversee content updates and management on the website.
- Optimize the website for SEO (search engine optimization).
- Monitor and analyze website performance (traffic, uptime, speed).
- Improve user experience (UX) and conversion rates (CRO).
- Manage e-commerce functionality and product listings.
- Perform regular website maintenance and troubleshooting.
- Ensure website security and compliance with data regulations.
- Collaborate with design and marketing teams for website alignment.
- Generate reports and provide insights for website improvements.

- Develop and execute marketing strategies for spare parts.
- Ensure brand consistency across all marketing channels.
- Promote Bosch spare parts to increase awareness and sales.
- Conduct market research and analyze trends.
- Segment customers and tailor marketing efforts.
- Generate leads through digital campaigns and partnerships.
- Manage SEO, SEM, social media, and content marketing.
- Align marketing efforts with sales goals.
- Plan and manage trade shows and events.
- Create product catalogs, technical documents, and promotional content.
- Implement CRM strategies to retain customers.
- Run promotional campaigns and special offers.
- Monitor and report on marketing campaign performance.
- Manage the marketing budget efficiently.
- Collaborate with distributors to boost visibility and sales.

- Conduct keyword research to identify target keywords.
- Optimize on-page elements (titles, meta descriptions, headers).
- Perform technical SEO audits and improve website structure.
- Optimize website content for SEO and user experience.
- Build and manage backlinks to improve domain authority.
- Monitor and track website rankings using SEO tools (e.g., Google Analytics, Search Console).
- Analyze competitors' SEO strategies and performance.
- Implement strategies for local SEO and Google My Business optimization.
- Stay updated with the latest SEO trends and algorithm changes.
- Run A/B tests to optimize website performance and conversions.
- Generate regular SEO performance reports and recommend improvements.
- Collaborate with content, web development, and marketing teams.
- Improve site speed, mobile-friendliness, and crawlability.
- Ensure SEO best practices are followed across digital marketing channels.

EDUCATION

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| • Business Administration & E-commerce (E-Businesses)
Amman Al-Ahliyya University | 2013 - 2017 |
| • Networking CCNA Course
Pioneers Academy | 2017 |

ADDITIONAL INFORMATION

- **Languages:** Arabic (native), English (fluent), Germany (intermediate).
- **Awards/Activities:**
 - A letter of thanks and appreciation from Samsung with a financial reward for achieving impressive sales in the online department in 2022. A letter of thanks and appreciation from Samsung for the outstanding efforts made
 - in 2021 A letter of thanks and appreciation with a financial reward from Bosch Automotive Parts in 2024 for the
 - outstanding efforts made in a short period, achieving impressive sales, and building a large audience base on social media platforms.