

Rany Raed Ismail

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Professional Summary

Results-driven operations, logistics, and digital marketing professional with extensive experience in managing warehouse operations, supply chain processes, e-commerce platforms, and multi-channel marketing campaigns. Strong background in coordinating teams, optimizing workflows, and ensuring high levels of service quality while driving online sales growth. Certified in advanced digital marketing and social media strategies through multiple LinkedIn Learning programs, including Master Digital Marketing, SEO, and platform-specific marketing on Facebook, LinkedIn, TikTok, and Instagram. Skilled in social media marketing, SEO, content strategy, and digital advertising, combined with expertise in administrative support and customer service. Proficient in data analysis using Power BI, Google Analytics, Hotjar, and advanced Excel to generate actionable insights, improve user experience, and maximize conversion rates. Proven ability to integrate operational efficiency with marketing strategies to boost customer engagement and business performance.

Professional Experience

Operations Manager

Noor Al-Ikhwan Wholesale Warehouse, KSA

| Jan 2025 – Present

- Managed day-to-day warehouse operations, ensuring inventory control and product quality.
- Operated and managed the company's e-commerce store, coordinating with marketing and delivery teams to ensure an exceptional customer experience. Monitored inventory and processed orders through the app and online store to meet customer needs and deliver measurable results.
- Responsible for e-commerce performance analysis using Google Analytics, Hotjar, and Power BI to improve user experience, identify conversion gaps, and increase sales.
- Utilized Advanced Excel and Power BI for analyzing financial, operational, and sales data related to e-commerce and warehouse operations.
- Oversaw delivery logistics for the mobile application, including route planning and coordination with drivers.
- Handled financial data entry and accounting tasks related to warehouse stock movement and order fulfillment.
- Collaborated with warehouse, delivery, and IT teams to streamline processes and ensure accurate, on-time fulfillment.
- Led workflow improvements that reduced operational costs and boosted delivery efficiency.
- Provided feedback and insights to enhance logistics and delivery functions within the mobile app.
- Maintained strong and consistent communication with suppliers and retail clients to ensure product availability and service quality.

Operations Specialist

Speed SC for Transportation, Logistics, Supply Chain and Storage

| Oct 2023 – Dec 2024

- Contributed to the development and operation of the company's e-commerce store, enhancing online sales processes and communicating with customers to ensure a seamless and professional experience. Monitored stock movement and orders to ensure efficient e-commerce operations Organized daily shipping and receiving operations.
- Tracked shipments and analyzed logistics performance.
- Performed data entry of financial transactions and accounting activities, integrating them with order systems.
- Assisted in warehouse and inventory coordination.
- Monitored app-based order fulfillment and resolved client issues.

Operations manger

Gym Sportng Club, Egypt

| May 2022 – Sep 2023

- Responsible for managing comprehensive operations, including administrative tasks, customer service, and leading and guiding teams to achieve goals, increase the customer base, and ensure marketing efforts' effectiveness.
- Oversaw administrative files and worked on enhancing the customer experience and improving service quality.
- Led marketing initiatives, coordinated efforts to boost sales and expand market presence.
- Followed up on daily revenues and expenses and recorded financial data.

Sales Associate

The Store Clothes Shop, Egypt

| Aug 2021 – Apr 2022

- Assisted customers in selecting products and meeting sales targets.
- Maintained visual merchandising and handled billing.

Call Center Agent

Exceed we account, Egypt

| Jan 2021 – Aug 2021

- Answered inquiries and provided technical support.
- Recorded interactions and feedback in CRM systems.

Education

Bachelor of Commerce – Accounting Department

Alexandria University, 2019 – 2022

Degree: Good

skills

- Digital Marketing • E-commerce Management • SEO & Content Strategy • Social Media Management
- Data Analysis & Reporting • Power BI • Google Analytics (GA4) • Hotjar • Excel (Advanced Data Analysis)
- Operations Management • Logistics & Supply Chain • Administrative Support • Customer Service
- Excellent Communication • Problem Solving • Time Management • Organizational Skills • Adaptability • Fast Learner

Certifications

ICDL – International Computer Driving License

MOS – Microsoft Office Specialist

- Master Digital Marketing • Social Media Marketing Foundations • Digital Marketing Foundations
- Social Media Marketing: Strategy and Optimization • Social Media Marketing Strategy: TikTok and Instagram Reels
- Marketing on Facebook • Marketing on LinkedIn (2024) • SEO: Keyword Strategy
- Marketing Strategy: SEO Content Writing • Augmented Reality Marketing — *LinkedIn Learning*

Languages

Arabic: Native

English: fluent