

AHMED ELHADAD

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PROFESSIONAL SUMMARY

Results-driven E-commerce & Sales Leader with over 5 years of experience leading high-performing teams, driving revenue growth, and optimizing online customer experiences in competitive markets. Former Deputy Director of E-Commerce who achieved record-breaking sales of 10M SAR in a single month. Expert in launching and managing online stores (Magento, WordPress, Salla), digital marketing, SEO, ERP integration, and data analysis. Strong communicator, skilled negotiator, and strategic thinker with a passion for creating exceptional customer journeys that build loyalty and brand growth.

CORE SKILLS

E-Commerce Management (Magento, WooCommerce, Salla)

Digital Marketing & SEO

Sales Strategy & Revenue Growth

ERP Integration & Data Analysis

Brand Management & Market Expansion

Leadership & Team Development

Supply Chain & Warehouse Management

Budgeting & P&L; Management

PROFESSIONAL EXPERIENCE

E-COMMERCE SPECIALIST & WEB MANAGER (Freelance | Remote) | 2024 – 2025

- Launched and managed 4 online stores in the home appliances and electronics sector.
- Handled end-to-end store operations: design, product listing, pricing, and inventory structure.
- Implemented SEO, Google Ads, and social media campaigns to drive targeted traffic and boost conversions.
- Integrated ERP systems for inventory control, invoicing, and order tracking.
- Built customer service workflows including live chat, email support, and CRM integration.

DEPUTY DIRECTOR OF E-COMMERCE | Sheta & Saif Company | 2019 – 2024

- Directed all e-commerce operations and strategies, leading to 100% growth in web traffic compared to 2021.
- Achieved 10M SAR sales in a single month through innovative marketing and sales strategies.
- Expanded market presence in major Saudi cities, increasing regional sales contribution from 8% to 30%.
- Led the redesign of the website, improving navigation, usability, and customer retention.
- Developed a mobile app that significantly increased customer acquisition and sales.

PREVIOUS ROLES AT SHETA & SAIF COMPANY | 2019 – 2024

- Financial Analyst: Prepared budgeting and forecasting reports for strategic decision-making.
- Purchasing Officer: Negotiated vendor contracts and optimized purchasing costs.
- Brand Manager: Managed product launches, campaigns, and customer engagement.
- Sales & Purchases Officer: Handled sales operations and supplier relationships.
- Data Analyst: Provided actionable insights to improve sales and product planning.

SALES MANAGER AT WEDIAN GROUP | 2016 – 2019

- Brand Manager: Managed brand positioning, marketing campaigns, and customer engagement strategies; oversaw product launches and collaborated with sales teams to ensure brand consistency.
- Member of the Development Department: Contributed to the development of new product lines and business growth strategies; participated in market research and competitive analysis.
- Sales and Purchases Officer: Managed daily sales operations and purchasing processes; built strong relationships with suppliers and customers to drive growth.
- Data Analyst: Analyzed sales trends, customer behavior, and inventory data; delivered insights to improve sales performance and product planning.

CERTIFICATIONS

- Warehouse Management System (Alison, 2025)
- Digital Marketing Fundamentals (Edraak, 2025)
- Sales Management, Brand Management, Pricing Strategies, Data Analysis

EDUCATION

Bachelor's Degree in Accounting | Kafr El-Sheikh University – Egypt | Graduated May 2016

LANGUAGES

- Arabic: Native
- English: Very Good