

BAYAN ABUDAQA

E-commerce Merchandising

SUMMARY

Motivated and experienced Merchandising manager with a proven track record of driving sales growth and profitability for multi retail brands, including luxury brands. Strong analytical skills, leadership, and ability to develop effective merchandising strategies to achieve business goals. To seek and maintain full-time position.

EDUCATION

Bachelor of Science: Management information system
Al Quds Open University, Riyadh, KSA
2010

PERSONAL INFO

- 🇬🇩 Jordanian National
- 📅 Born in Riyadh, 1987
- 📄 Valid driving license

CONTACT INFO

- 📍 Riyadh, Saudi Arabia
- 📞 +96 6594402300
- ✉ bayanabudaqa@hotmail.com

CORE COMPETENCIES

TECHNICAL

- ☑ Product Assortment
- ☑ Inventory Management
- ☑ Customer Engagement
- ☑ Sale forecasting
- ☑ Data Analysis
- ☑ Content Management Sys.

PROFESSIONAL

- ☑ Team Management
- ☑ Effective Communication
- ☑ Entrepreneurial thinking
- ☑ Activer Listener
- ☑ Team player
- ☑ Adoptability

CERTIFICATIONS

Business English: Management and Leadership - 2023

Multiple Business English courses - 2020

Graphic & Web Design – 2019

Digital Marketing – 2023

PROFESSIONAL EXPERIENCE

2024 - Present
Riyadh, KSA

E-commerce Merchandising Manager
ZODE.SA

- Responsible for the home page, Content Management and maintained its update
- Curate and manage the content displayed on the homepage, including product highlights, featured categories, promotional banners, and any other relevant information
 - Ensure the content is up-to-date, visually appealing, and aligned with the brand's messaging and marketing strategies.
 - Collaborate with the content and marketing teams to create and update the homepage content.
 - Develop and maintain the overall layout and visual design of the homepage.

- Responsibilities for outbound communication and WhatsApp integration
- Develop and maintain the necessary functionality, such as search, filtering.
- Experienced in using (SALLA system).
- Experienced in (Build in the Site)

2022 - 2023

Senior Merchandising supervisor

Riyadh, KSA

Xcite.com by Alghanim Electronics

A multinational and is one of the largest, privately-owned companies in the Gulf region.

- Oversee and manage the whole operations of the merchandising department such as products selection, pricing and inventory management.
- Develop and execute merchandising strategies to optimize sales and profitability. Further coordinate a cross-functional teams and leadership to ensure proposed merchandising strategies are aligned with the company's overall goals.
- Conduct detail analysis of competitor's trends and price positioning to optimize product assortment, identify new trends, and understand new sales opportunities.
- Collaborate with other business units' directors to support in sales strategies and optimize products assortment.

2020 - 2022

MERCHANDISING MANAGER

Riyadh, KSA

Amazon.com, Inc.

- Managed the content of the website and handled data insights to propose effective and up-to-date products assortment.
- Successfully Managed and executed many sales-campaigns and events from start to finish, e.g. planning, CMS implementation, measure customer engagement rate, etc.
- Successfully conducted regular quality audit and assurance to the website content.
- Monitored and analysed data which helped to identify business opportunities and risks.
- Collaborated with other teams to develop and update product assortment.
- Developed and maintained strong relationship with cross-functional teams.
- Developed and executed internal training sessions in relation to CMS.

2019 - 2020

HOMEPAGE MANAGER

Riyadh, KSA

Souq.com FZ LLC (acquired by Amazon.com, Inc.)

- Responsible for the home page, Content Management and maintained its update.
- Collaborated with different products teams to identify stock management and update product assortment.
- Acted as "Country Project Manager" during the transition to Amazon.com Inc., during which successfully lead and managed all the logistics pertaining to the transition of the department.
- Maintained effective and open communication with the new leadership team.

2016 – 2018

Content planner

Riyadh, KSA

Souq.com FZ LLC (acquired by Amazon.com, Inc.)

- Responsible of all seals and discounts deals back then called "Today's deal" development and execution, during which also monitored sales performance and customers engagement to understand the necessary modifications and updates.
- Conducted detailed analysis to understand new opportunities and assist in the development of new deals in light of product availability.
- Assisted in the development and execution of merchandising strategies.

2015 – 2016

ACCOUNTANT

Riyadh, KSA

Apollo company

- Prepared monthly and year-end closing statements, financial documents and invoice.
- Supported in the analysis of financial statements and income statements to review the performance.
- Collaborated with financial team members and auditors.
- Managed store inventory and placed new orders.

2010 – 2014

POLICY AND DATA ENTRY OPERATOR

Riyadh, KSA

Global Insurance Brokers

- Responsible for managing data entry, filing and preparing other written materials related to analysis and processes of data.
- Served as an integral member of the team to provide substantive technical administrative skills.
- Adhered to strict company policies and entered vast quantities of data into complex systems.