

Ahmed Ashraf

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Languages

English – Fluent

Arabic – Fluent

Turkish – beginner

Hobbies

- Stocks Analysis
- Economics Trends
- Gaming
- Research and Reading

The Value I Provide?

Implementing the most efficient strategies and conduct the most effective managerial methods I gained from my knowledge in MBA and career with 16 years of experience to conduct the most successful digital transformation to the firm , achieve our objectives , securing our OKR's and sustain the company growth along the path securing the company digital presence.

Skill Highlights

- Project management
- Modern solution developing
- Digital transformation
- Planning and organizing with team members
- Innovative
- Service-focused
- Microsoft Office tools
- Leadership
- Strategic Management

Education

- Holding **MBA degree, Arab Academy for Science and Technology** | 2020 – 2022
- Certificate from autonomous university of Barcelona in Business Administration master's degree (MBA)
- Diploma in Strategic Management Missouri University of Science and Technology USA
- Bachelor of Business Administration: **Faculty of commerce English section** - 2017

Helwan University, Cairo

Experience

E-Commerce Manager

Giftsny.Co | Boston USA | Jul 2023 - Present

- successfully design the brand and initiate the brand identity aligned with the company culture and merge the multiple brand image of USA and UAE with Egyptian market
- Enhance annual E commerce revenues through optimized pricing, targeted campaigns, and cross-selling strategies.
- Expanded into three new international markets, resulting in a 50% increase in global sales within a year.
- Implement all E-commerce needed Operations cycle from inventory management, sorting, QC and shipping
- Increased digital marketing ROI by empowering SEO, social media,UGC, and different method strategies campaigns.
- Head of Commercial platform and ERP project team for business need.

E-Commerce Manager

Alfa Medical Labs | KSA Reyadhi | Aug 2023 - Jun 2025

- successfully build the digital marketing structure to expand our presence and brand appearance over several social media platforms such as Snapchat, TikTok, X, Google & Youtube etc..
- Successfully launch on-schedule BR campaigns for national days and celebration occasions using the most trending content ideas
- Managing on ground sales team to improve sales direction and enhance the company overall growth
- Create, optimize and monitor social media sponsored ads with the most effective budget optimization across more than 10 platforms at once
- Build patients loyalty program and contribute in building our front-end website and back-end to achieve the best user experience and achieve decent user satisfaction
- work along the mobile app development team for the best work-flow and customer journey to introduce smooth and easy service to our patients
- Interviewing new candidates for the digital marketing team and give the needed training for whoever join the team to provide the company with the needed tasks as requested
- Contracting with 3rd party companies for more effective collaboration and covering large events such as grand opening of HQ etc
- Representing the company in the most elegant way by attending on-ground events and interacting with several nationalities with solid fluent English skills that fit all nationalities in ease.

Commercial Operations Manager.

Boost Solutions | Cairo | Mar 2023- Jul 2023.

- Define and lead the Business Development strategy in Egypt across different cities and internationally in Gulf and USA.
- Lead, develop and mentor sales and account management teams.
- Design and develop commercial plans that include sales plans, pricing, business support and onboarding for the products.
- working on a multi-vendor business model bases and accountable for industry strategy and commercial success of the channels.
- Provides data-driven action strategies to consistently optimize the commercial performance and improve market share.
- Responsible for owning the financial targets and KPIs of the relevant channels
- Work alongside the business in the areas of strategy, account management, sales operations, and the financial goals of the department.
- Closing sales and maintaining relationships with key clients by providing support, information, and guidance to internal and external stakeholders.
- Working with the sales and account management teams to improve customer adoption of services and products.
- Managing and monitoring the performance of the business across the different channels/departments

E-Commerce General Manager. SESH Beauty | Sept 2022 – April 2023.

- Establishing and maintaining the adequate structure for fully integrated E-commerce business model
- Set strategic plan for the company for digital transformation.
- Observe and contribute to the initiation and creation process of the digital platforms of the firm and making sure that it fit with our segmented customers with smooth and friendly journey on our website and digital platforms
- Contracting and aligning with all possible channels of online advertising and distribution to obtain the highest potential opportunities of the business growth
- Establish and maintain all divisions in the company relevant to the E-commerce structure including logistics and operations management
- Create all the technology level needed to enhance the company profile.
- Create strong reporting line with accurate statistics of all aspects of the E-commerce department with the top management.
- Prepare and provide analysis regarding our company performance indicators to spot the areas of enhancement and strengthen the weakness spots, Market analysis of our competitors and chances to dominate a competitive advantage to the firm to dominate market share and start positioning to increase the company sales
- Secure full logistics management cycle (First-Middle & lastmile) to make sure we have a solid supply chain that serve the company and the customers on the best level they can expect
- Conduct the most adequate training and technology adaption to all the divisions members
- Plan for seasonal occasions and national events to make the best use of them reflecting on our sales and brand empowerment.
- Direct and manage the Art team, Marketing specialists and customer service and social media moderators along side to deliver the best image of the brand and reflect the actual values of the company.
- Set contingency plans to secure the company sales performance from any threats that might strike in the future.

Category Manager/Commercial Operations Manager. Taager | Jun 2021 – Present

- Managing and maintaining the performance of 5 categories
- Tracking stock and executing plans and projects to get every category for its objectives and targets
- Analyzing market status and forecast upcoming potential market pattern
- Continues communication with the upper manager for any changes or adjustments needed for the category
- Set annual and occasional plans for the commercial sake of being ahead and always catching trends
- Work in integrate with marketing and media buying Dep for a better arrangement and best output possible.

Project Manager & Business analyst and developing, iBuy | April 2019 – Nov 2021

- Managing software cycle for the company
- Align projects plans with all stake holder
- Set clear timeframe and budget allocation beside retain the best use of surrounding resources
- Design projects structure according to the best fit to the business wither agile or waterfall or hypered
- Conduct a very focused testing and evaluation to make sure that projects are meeting the business expectations
- Managing the project of establishing ERP system for the company
- Established E-commerce website
- Established iBuy Affiliate program for remote selling and commission services
- Managing the commission and market research of affiliate marketing to achieve the best market share

Commercial Category Manager, iBuy | Mar 2016 – Mar 2019

- Maintaining category healthy and dead stocks
- Focus on the category goals and objectives to be achieved efficiently
- Setting plans pre-monthly for the upcoming events and market changes

Logistics & Supply chain manager, iBuy | Feb 2015 – Feb 2016

- Tracking shipments and giving reports about the full process
- Finding solutions to increase the success rate for shipments
- Finding more ways to improve the work process and add more development
- Handling the financial issues and transactions of the account
- Making deal and assigning contract with best offers with shipping companies
- Have experience through accounts with Aramex, FedEx, Bosta & Middle East
- Supplier and marketplace at Souq.com & Jumia.com

Logistics operation supervisor, GUG | Jan 2012 – Feb 2015

- Tracking shipments and giving reports about the full process
- Finding solutions to increase the success rate for shipments
- Finding more ways to improve the work process and add more development
- Handling the financial issues and transactions of the account
- Making deal and assigning contract with best offers with shipping companies

Customer service specialist, GUG Company | Jan 2011 – Dec 2011

- Finding best response models to interact with customers to fulfill their satisfaction
- Testing new methods of interacting with customers
- Playing main role in interacting directly with customers

Masrawy Ads specialist, GUG Company | Jul 2008 – Aug 2008

- Create ads for the company products and sponsor paid campaigns for the firm
- Analyze impact of creatives on ads and best preferences
- Define the most suitable potential customers fit the products and services that we provide

Certifications

Certificate in Project Management by Google t.ly/TSk1

Certificate Advanced digital marketing Nanodegree, Udacity

Certificate in Microsoft Excel