

AHMAD SALAH

E-Commerce & Operations Specialist | Furniture & Marketplace Expert
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PROFESSIONAL SUMMARY

Results-driven E-Commerce & Operations Specialist with 6+ years of experience managing end-to-end operations in the furniture and e-commerce industry. Proven track record in overseeing the full order lifecycle — from customer interaction and order confirmation through manufacturing coordination, fulfillment, and last-mile delivery. Skilled in workflow optimization, marketplace management, and performance marketing. Adept at working across cross-functional teams and leveraging data-driven decisions to drive growth and improve customer experience.

PROFESSIONAL EXPERIENCE

E-Commerce & Operations Specialist | HOMIE Furniture Marketplace

April 2026 – Present • Cairo, Egypt

- Managed end-to-end e-commerce operations including customer interactions, order confirmation, product listing, and website management.
- Coordinated product design using SketchUp and followed up with manufacturing teams to ensure timely and accurate production.
- Handled delivery planning and route optimization for efficient order fulfillment.
- Conducted competitor analysis and developed pricing strategies to strengthen market positioning.
- Managed and optimized Meta advertising campaigns and maintained marketplace accounts to drive business growth.

E-Commerce & Operations Specialist | Furnile – Furniture Online Store

May 2025 – Present • Cairo, Egypt

- Oversaw full e-commerce operations cycle: customer service, order processing, product listings, and website updates.
- Coordinated with manufacturing using SketchUp designs and tracked production timelines.
- Planned and optimized delivery routes for efficient last-mile fulfillment.
- Managed Meta ad campaigns and marketplace accounts to enhance brand visibility and sales.

Customer Success Lead | Furvive – Furniture Manufacture & Sore

May 2025 – September 2025 • Cairo, Egypt

- Led customer success initiatives to improve satisfaction and retention rates.
- Monitor daily customer satisfactions across phone, email, live chat, WhatsApp and social media
- Ensure timely order confirmation, proactive follow-up, and effective issue resolution.
- Collaborate closely with Operations, Logistics, Warehouse and Sales teams to ensure smooth order fulfillment.
- Analyze customer feedback and identify opportunities to improve products, services, and internal processes.
- Handle escalated customer complaints and provide effective resolutions to maintain customer trust.
- Track and report key customer success KPIs, Including CSAT, NPS, Response time, resolution time, cancellation rate and repeat purchase rate.
- Create and maintain customer service policies, SOPs, and quality standards.
- Conduct regular team training sessions to improve communication, product knowledge and problem-solving skills.

Operations Supervisor | Homix – Furniture Marketplace

December 2023 – December 2024 • Cairo, Egypt

- Supervised daily operations and coordinated between departments to ensure smooth workflow.
- Monitored KPIs and implemented process improvements to increase efficiency.
- Managed team schedules, performance, and cross-departmental communication.

Operations Specialist | Furvive – Furniture Manufacture & Sore

April 2022 – December 2023 • Cairo, Egypt

- Managed operational workflows across customer service, order management, and fulfillment.
- Coordinated with logistics partners to ensure on-time delivery and customer satisfaction.
- Maintained accurate records and generated performance reports.

E-Commerce Marketplace Account Manager | FotoExpress Egypt

October 2020 – July 2021 • Giza, Egypt

- Managed product listings and account performance on major e-commerce marketplaces.
- Monitored sales analytics and optimized content to improve conversion rates.

Foreign Procurement Specialist / E-Commerce Account Assistant | Aqrab Agency

July 2021 – February 2022 • Giza, Egypt

- Handled foreign procurement processes and vendor communications.
- Assisted in managing e-commerce accounts and product data entry.

KEY SKILLS

Operations Management	E-Commerce & Marketplace Management	Meta Ads & Performance Marketing
Order Lifecycle Management	SketchUp & Product Design Coordination	Competitor & Pricing Analysis
Delivery Planning & Route Optimization	Customer Experience & Retention	Time Management & Leadership

CERTIFICATIONS

- Digital Marketing Nanodegree Program – Advanced Track
- Digital Marketing Nanodegree Program – Professional Track
- Operations Management Foundations
- Process Improvement Foundations
- Supply Chain Foundations

EDUCATION

Bachelor's Degree, Public Relations & Advertising

Faculty of Mass Communication, Cairo University • 2012 – 2018

LANGUAGES

Arabic: Native / Bilingual **English:** Working Proficiency