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## EDUCATION

Ecommerce Marketing  
**Shopify Academy**,  
Kingdom of England,  
April 2020

SEO Training: SEO  
**Google Ads**, Dubai, June  
2019

GEA: English  
**German Egyptian  
Academy**, Egypt, January  
2012

# ISMAIL MOHAMED ELHADY ABDU

## PROFESSIONAL SUMMARY

Accomplished advertising and marketing professional with proven record of success in enabling strong sales through well-coordinated and targeted promotions. Delivers above-average results using data-driven approaches and multi-channel marketing expertise. Organizes strategies for maximum impact with optimum timing, collateral and placements.

Highly analytical and data-driven E-commerce Manager effectively scales online customer acquisition efforts and e-commerce capabilities to drive sales growth. Routinely tests new features and assets and measures results as company grows and evolves. Strong understanding of e-commerce consumer audience segmentation along with website analytic and tracking tools.

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## WORK HISTORY

January 2019 - Current

**Dermazone Store - Senior E-Commerce Executive**, Dubai, United Arab Emirates

- Increased online sales profits through strategic digital marketing.
- Built a commercial trading culture within the team, developing and implementing KPI targets and motivating staff to achieve personal and team goals.
- Analyzed paid and organic website data to enhance Return On Investment (ROI).
- Analyzed website performance and effectively practiced SEO optimization, increasing web traffic.
- Managed 50+ online listings across marketplaces, including Store website Amazon, Noon, Dubaistore and Desertcart.
- Evaluated campaign performance to optimize return on investment.
- Performed channel analysis and insight, leading to revenue growth.

Diploma: Financial  
Accounting  
**Trade union Zagazig,**  
Egypt, Egypt, February  
2011

Excel Accounting Cycle:  
Excel  
**Cambridge Training  
College Britain,** Egypt,  
July 2010

Master of Business  
Administration:  
Accounting  
**Zagazig University,**  
Egypt, Egypt, May 2010

## LANGUAGES

**Arabic:** Native language

**English:** C1  
 Advanced

- Maximized brand awareness through targeted marketing strategies.
- Designed graphics with Adobe Photoshop & Illustrator to achieve brand goals.
- Created custom websites by harnessing Shopify and WordPress skills.
- Increased web traffic by writing innovative and on-trend blog articles.
- Improved email marketing campaigns by sourcing evocative images, boosting conversion rates.
- Developed and executed sales promotions, increasing revenue through targeted campaigns.
- Increased Instagram engagement through ongoing interaction with hashtags, tagged photos and competitors' customers.

June 2016 - December 2018

**Dermazone Trading LLC - E-Commerce Executive,** Riyadh, KSA

- Developed holistic advertising strategies to achieve revenue and awareness goals.
- Managed multi-channel advertising campaigns to support sales objectives.
- Developed marketing plans to support department strategies.
- Analyzed paid and organic website data to enhance Return On Investment (ROI).
- Utilized Google Analytics to identify user patterns and adjusted strategy to maximize visitation.
- Established campaign KPI metrics across campaigns to facilitate accurate ROI determination.
- Developed and executed sales promotions, increasing revenue through targeted campaigns.
- Applied SEO techniques to drive engagement and improve Google rankings.
- Managed e-commerce platform.

March 2013 - May 2016

**Dermazone trading LLC - Centers Supervisor,** Riyadh, KSA

- Organized financial and operational data to help with yearly budgeting and planning.
- Planned revenue generation strategies designed for growth.
- Analyzed and resolved complex resource management issues for optimized scheduling.

- Maintained smooth-running business operations by delegating priorities to staff abilities.
- Planned and executed events with the public and private donors.
- Facilitated smooth shipping processes, preparing dispatch export documentation to customs requirements.
- Coordinated staffing for marketing events, ensuring optimal coverage and brand visibility.

October 2011 - February 2013

**Salah Asker training in the accounting office - Accountant, Cairo**

- Analyzed monthly reporting to reconcile production operations and general ledger.
- Accurately documented all cash, credit, fixed assets, accrued expenses and line of credit transactions.
- Created quarterly and yearly balance sheets to track financial trends and performance.
- Reconciled accounts from income and expense data to net worth and assets.

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## **SKILLS**

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| • Campaign development experience                                    | • Web design WordPress and Shopify                                   |
| • Social media marketing, Social media engagement                    | • Graphic design proficiency (Adobe Photoshop and Adobe Illustrator) |
| • Promotions planning skills   | • Sales presentations, Reporting                                     |
| • Background in Influencer, Emails, SMS and Paid campaigns marketing | • WordPress, Shopify   |
| • B to B sales, Direct sales   | • Vend system POS  |
| • Analytical problem solver  | • MailChimp, SEMRush   |
| • ROI analysis   | • Strong time management   |
| • Business development and planning                                  |  |