

Nationality: Yemeni | Current location: Riyadh, Saudi Arabia | Notice period: Immediate

Relocation: Open to relocation — GCC and international | Work authorisation: Employment visa sponsorship required

PROFESSIONAL SUMMARY

E-commerce operations specialist running **three live storefronts** for a Saudi pet-retail group across **Zid, Salla and Shopify**, plus **Amazon.sa and Noon**. Over the past 12 months handled **14,000+ orders** end-to-end at a **1.3% cancellation rate**, against a **47,000-customer base** and a **5,100-SKU catalogue**, and led the full platform migration of the main store from Zid to Salla. Plans and buys paid media on Meta and TikTok, runs WhatsApp Business retention campaigns, and **builds and ships the group's React Native mobile app**. Seeking an **E-Commerce Operations / Executive** role with a retail or D2C brand.

CORE COMPETENCIES

Platforms & Marketplaces: Shopify (Liquid), Salla, Zid; Amazon Seller Central (FBA), Noon, Trendyol, The Chefz; eBay, Etsy, Temu

Operations: Order processing, COD confirmation, fulfilment, returns & refunds; 5,000+ SKU catalogue, pricing and stock control; carrier dispatch (iMile, OTO, Omniful) and in-house fleet; quotations, invoicing, customer service

Systems & CRM: Odoo (inventory & sales), Zoho Inventory, Zoho Mail, Klaviyo, WhatsApp Business API campaigns

Paid Media: Meta, TikTok, Snapchat and Google Ads; Amazon Ads (Sponsored Products); targeting, budgets, creative testing, Pixel / CAPI

Analytics & Data: Google Analytics 4, Tag Manager, Search Console; advanced Excel, SQL, Python; Helium 10, Jungle Scout, Keepa

Technical & Automation: React Native, HTML, CSS, JavaScript, Liquid, REST APIs, Git; Zapier, Make, n8n; ChatGPT, Claude, Gemini

Creative: Product photography, video editing, Figma, Illustrator, AI image and video tools, ad-creative design

PROFESSIONAL EXPERIENCE

E-Commerce Operations Specialist09/2025 – Present

Cat Shoop / Cat Park — Pet Retail Group — Riyadh, Saudi Arabia

- Operate **three live storefronts** (Zid, Salla, Shopify), owning the full order lifecycle — catalogue, pricing, inventory, checkout, fulfilment and post-purchase support — across **14,000+ orders in the last 12 months** at a **1.3% cancellation rate**.
- Sell on **Amazon.sa (FBA)** and **Noon**: listings, pricing, FBA stock replenishment and order monitoring.
- Manage a **5,100+ SKU catalogue**: product creation, variant and option setup, bilingual Arabic/English copy, imagery, SEO fields and category structure.
- Led the platform migration of the main storefront from Zid to Salla** — full catalogue transfer with variants and images, SKU matching, 301 redirect mapping and theme rebuild — without loss of search visibility.
- Build and ship the group's iOS and Android app** (React Native / Expo, currently v6.2.0) — Arabic-first RTL interface, cart and checkout flows, and over-the-air releases via EAS so fixes reach customers same-day.
- Own a **47,400-customer database**: segmentation, WhatsApp Business campaign delivery and post-purchase retention flows.
- Plan and run paid acquisition on **Meta and TikTok** — campaign structure, targeting, budget allocation and creative testing — driving **36,800+ sessions** on the group's Shopify store.
- Coordinate shipping across third-party carriers (**iMile, OTO, Omniful**) and an in-house delivery fleet, and produce all commercial creative in-house — removing external agency cost.

KEY ACHIEVEMENT — RESPONSIBLE SECURITY DISCLOSURE

High-severity account-takeover vulnerability — Saudi e-commerce platform2026

- Identified a **platform-wide account-takeover vulnerability**, verified it with **safe proof-of-concept only** (no real user data accessed), and reported it privately through responsible disclosure with a full technical report and prioritised remediation plan.

EDUCATION & TRAINING		LANGUAGES	
High School Diploma	KSA · 2025	Arabic	Native
<u>English Proficiency — Level 4/6</u>	English Life Canada	English	Professional working proficiency