MOHAMMAD ABDULRAHIM BABIKER OTHMAN

E-commerce Operations & Digital Transformation Manager

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PROFESSIONAL SUMMARY

E-commerce Operations Manager with hands-on experience in e-commerce and digital operations since 2019; currently leads digital operations for a multi-branch telecom retail store with 1,200+ products, 4 branches, and a team of 16; experienced in Salla store management, product and catalog management, inventory and pricing, order management with shipping and returns follow-up, BNPL and payment operations (Tabby, Tamara, Quara, Mada, COD), financial reconciliation in Al-Manarah ERP, analytics (GA4, Search Console), and business process automation; reduced inventory matching for 5,000+ products from 5 days to under 3 minutes and built a unified BNPL calculator that eliminated manual calculation errors

CORE COMPETENCIES

E-commerce Operations | Salla Store Management | Product and Catalog Management | Inventory Management | Pricing and Promotions | Order Management and Fulfillment | Shipping and Returns Management | BNPL and Payment Operations | Financial Reconciliation | ERP Integration | Omnichannel Operations | SEO | Conversion Rate Optimization | Google Analytics 4 | KPI Tracking and Reporting | Digital Campaign Monitoring | Business Process Automation | API Integrations | Workflow Management | SOP Development | Team Leadership | Digital Transformation

PROFESSIONAL EXPERIENCE

E-commerce Operations & Digital Transformation Manager | Nagham Store for Telecommunications May 2024 - Present

- Lead digital operations for a store with 1,200+ products, 4 branches, and a team of 16 employees; track individual and team KPIs
- Build and manage the Salla online store, covering structure, user experience, catalog, product data, inventory, pricing, promotions, and orders
- Monitor the order cycle from receipt to delivery, including shipping, cancellations, and returns, coordinating with branches, warehouses, and service providers
- Manage installment, financing, and payment operations with Tabby, Tamara, Quara, Mada, and COD; reconcile BNPL provider and payment-gateway data in Al-Manarah ERP
- Cut inventory matching and counting for 5,000+ products from 5 days to under 3 minutes with an automated matching system (95%+ accuracy), saving 120+ working hours per month
- Engineered a unified BNPL calculator covering Tabby, Tamara, Quara and similar provider formulas (fees, VAT, final payouts, reverse base price), eliminating manual calculation errors
- Designed and automated workflows and system integrations using APIs, webhooks, n8n, and Zapier
- Built a product-information platform that gives branch staff access to technical product details
- Designed and documented SOPs to standardize operations across branches
- Monitor store performance in GA4 and Search Console, supervise digital campaigns (Google Ads, TikTok Ads, Snapchat Ads), and report results to management
- Managed digital content: product photography, image editing, banners, interfaces, and product templates; improved customer communication across channels including WhatsApp
- Developed AI-assisted tools for product and content management and data analysis

E-commerce Store and Business Systems Developer | Freelance 2019 - Present

- Designed and developed company websites and online stores; analyzed existing stores for performance and UX issues
- Improved store operations, site speed, user experience, and conversion rate
- Built custom tools and API-based automations for specific operational needs, using AI tools to speed up development

General Manager and Online Store | Tuhaf & More Store March 2021 - August 2021

- Managed and developed the online store, products, content, and product photography
- Prepared and tracked orders and communicated with customers
- Ran digital campaigns and ads; produced email and marketing content

Electronics Repair Technician | Al-Abrar Phone / Al-Muhannad Technology 2014 - 2016

Diagnosed and repaired computer hardware faults; advised customers on upgrades based on usage

Financial Accountant | Wad Nomri Import and Export Company March 2013 - April 2014

Handled general accounting, financial data entry, financial reporting, and accounting records for audit support

KEY ACHIEVEMENTS

- **5 days to under 3 minutes:** inventory matching and counting for 5,000+ products (95%+ accuracy, 120+ hours saved monthly)
- **One unified formula per provider:** BNPL calculator for fees, VAT and final payouts with reverse base-price calculation
- **100% electronic documentation:** of used-device purchases with automatic WhatsApp confirmation and 24-hour reminders
- **Led operations:** across 4 branches with a team of 16

TECHNICAL SKILLS

Store & ERP: Salla, Al-Manarah ERP, WordPress

Payments & BNPL: Mada, Tabby, Tamara, Quara, Cash on Delivery

Automation & Integration: n8n, Zapier, REST APIs, Webhooks, JSON, OAuth, WhatsApp Business API

Analytics & Marketing: Google Analytics 4, Search Console, Google Ads, TikTok Ads, Snapchat Ads, Excel, Sheets

Content & Visuals: Photoshop, Illustrator, Canva

AI Tools: ChatGPT, Claude, Gemini

Supporting Tools: HTML, CSS, PostgreSQL, Redis, Git, GitHub

EDUCATION, CERTIFICATIONS & LANGUAGES

Education: Diploma in Electronics Engineering (Computer Specialization), Sudan University of Science and Technology (not completed)

Certifications: Fundamentals of Digital Marketing (Google) | Building Websites with WordPress (Edraak) | Creative Thinking & Innovation (Edraak) | CCNA (KYM) | CCTV Systems (KYM)

Languages: Arabic (Native), English (Working Proficiency)