

Mohammad Abdulrahim Babiker Othman

E-Commerce Operations & Digital Transformation Manager

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PROFESSIONAL SUMMARY

E-commerce operations professional with 7+ years of hands-on experience (2019–present) managing multi-branch retail operations, building automation systems, and developing AI-powered internal tools. Currently lead digital operations for a 4-branch telecom retailer with 1,200+ SKUs and a 16-person team — covering store management, inventory and pricing, installment/financing operations, digital marketing oversight, and customer experience. Design and build automation and systems-integration solutions (APIs, webhooks, n8n, Zapier) that cut a 5-day manual inventory-matching process to under 3 minutes at 95%+ accuracy, and reduced monthly manual workload by 120+ hours. Comfortable operating across e-commerce platforms (Salla, WooCommerce, WordPress), automation tooling, and full-stack development (Next.js, Node.js, PostgreSQL).

CORE COMPETENCIES

E-Commerce: Salla, WordPress, WooCommerce, Store Management, Product & Inventory Management, Pricing, Order Management, UX, CRO

Digital Operations & Transformation: Digital Operations, Process Optimization, Workflow Design, SOPs, Digital Transformation, Project Management, KPI Tracking, Operational Analytics

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

Application Development: Next.js, React, TypeScript, Node.js, Express, NestJS, PostgreSQL, SQLite, Prisma, Redis, Docker

AI & Automation Tools: OpenAI, ChatGPT, Claude, Gemini, Groq, LLMs, AI APIs, AI Workflows, Content Generation, Sentiment Analysis, AI-Based Matching

Data & Analytics: GA4, Google Search Console, Advanced Excel, Google Sheets, ExcelJS, CSV, Dashboard Design, KPI Analysis, Recharts

Digital Marketing: Google Ads, Meta Ads, TikTok Ads, Snapchat Ads, Content Management

PROFESSIONAL EXPERIENCE

E-Commerce Operations & Digital Transformation Manager

Nagham Store (Telecom Retail) | Saudi Arabia | May 2024 – Present

- Lead digital operations for a multi-branch telecom retailer — 1,200+ SKUs, 4 branches, 16-person team — covering store management, product/inventory/pricing, and digital marketing oversight.
- Manage installment/financing operations with Tabby, Tamara, and Qoura; redesigned the workflow and automated follow-up, raising financing-application completion to 90% and helping recover SAR 150,000+ in monthly sales.
- Designed and built a product/inventory data-matching system covering 5,000+ SKUs using APIs, webhooks, n8n, and Zapier — cut matching/inventory time from 5 days to under 3 minutes at 95%+ accuracy, saving 120+ hours of manual work per month.
- Built AI-powered internal tools for product content, catalog management, and data analysis; oversaw digital marketing campaigns and reported performance to management.
- Designed and documented SOPs for consistency across branches; managed and developed a 16-person team, tracking individual and team KPIs.
- Led digital transformation initiatives end-to-end — from problem analysis and requirements definition through development, integration, and rollout — including a financial-reconciliation solution linking operational data to the Manara accounting system.

E-Commerce Store & Business Systems Developer

Freelance | Remote | 2019 – Present

- Design and develop e-commerce stores and business websites for independent clients, from requirements through deployment.
- Audit existing stores to identify UX and performance issues; implement fixes to improve conversion rate.
- Build custom API-based tools and automation solutions for client-specific operational needs, using AI tools to accelerate development.

General Manager, E-Commerce Store

Tuhaf & More Store | Saudi Arabia | Mar 2021 – Aug 2021

- Managed daily operations of an e-commerce store, including product listings, content, and product photography.

- Ran digital advertising campaigns and email marketing content; oversaw order fulfillment and customer communication.

Early Career (2013 – 2016)

Electronics Maintenance Technician — Al-Abrar Phone / Al-Muhandis Technology (2014–2016) | Financial Accountant — Wad Nemry Import & Export Co. (Mar 2013 – Apr 2014)

SELECTED TECHNICAL PROJECTS

Product, Inventory & Pricing Matching System

- Built an automated system to match and reconcile data for 5,000+ products across systems — reduced matching/inventory time from 5 days to under 3 minutes at 95%+ accuracy, saving 120+ hours/month.

Customer 360 Platform

- Developed a unified customer/order data platform with direct Salla integration, Redis-backed background processing, and role-based access — improved data accessibility for customer service and operations.

Installment & Reconciliation Calculator

- Built a tool unifying fee/tax/final-amount calculations across multiple financing providers (with reverse calculation for base price) — reduced manual calculation errors and contributed to the 90% financing completion rate and SAR 150,000+/month in recovered sales.

EDUCATION

Diploma in Electronics Engineering – Computer Track

Sudan University of Science and Technology — coursework not completed

CERTIFICATIONS

- Digital Marketing Fundamentals — Google
- Creative Thinking, Innovation & Renewal — Edraak
- Building Websites with WordPress — Edraak
- CCNA — KYM Technology
- CCTV Systems — KYM Technology

LANGUAGES

Arabic — Native | English — Intermediate