Husain Alhaboubi

Mobile: 0504616777 **Email:** h.habboubi@gmail.com **Nationality:** Saudi

PROFESSIONAL PROFILE

Experienced and proactive professional with a unique skillset that includes leadership, digital marketing, eCommerce, branding, corporate communication, and software development. Focuses on aligning departments, increasing revenue, and prioritizing efficiency and accountability. Skilled in planning and problem-solving, with a talent for improving business plans and day-to-day activities. Results-driven and resilient, develops teams and increases productivity. Understands industry trends, communicates well, and implements changes strategically.

CORE COMPETENCIES

- **Strategic Planning and Execution:** Demonstrated expertise in creating and implementing growth-oriented strategies resulting in increased revenue and site conversion rate. Successfully executed RFPs within budget and organizational objectives, improving financial performance.
- **Leadership:** Skilled in leading and mentoring highly skilled developers, managing and motivating teams, providing training and resources for skills development in e-commerce best practices.
- **Technical Expertise:** Vast experience in programming languages and software systems, designing and managing SQL scripts, and configuring and administering cloud services for secure network infrastructures.

KEY ACHIEVEMENTS

- **Impressive Revenue Growth:** Delivered a remarkable 225.32% increase in revenue and a 62.73% boost in site conversion rate, which is an outstanding accomplishment. My strategic growth initiatives and refined search engine optimization strategy contributed significantly to this achievement.
- **Successful Implementation of Innovative Technology:** Redesigned the passenger communication system, leading to a cost reduction of 500,000 Saudi riyals annually. Moreover, my efforts resulted in a boost of approximately 18,600,000 Riyals in incremental revenue within just 8 months through effective upselling of passenger ancillaries.
- **Effective Team Management:** Demonstrated my excellent team management skills by recruiting, interviewing, and managing highly skilled developers. I also provided training and educational resources to help junior employees enhance their skills in e-commerce best practices. My ability to lead and motivate my team contributed significantly to the success of various projects under my supervision.

EXPERIENCE

August 2022 – Current
flyadeal
eCommerce Senior Manager

- Achieved rapid promotion to eCommerce Senior Manager due to exceptional organizational skills and surpassing KPIs by 90%.
- Implemented cutting-edge marketing tactics for long-term profitability and goal achievement in e-commerce.
- Developed brand identity, including a unique graphic style and tone for consistent communication materials.
- Drove significant sales growth with a remarkable 225.32% increase in revenue and 62.73% improvement in conversion rate.
- Enhanced organic traffic by 69% and revenue by 46.8% through refined search engine optimization strategies.
- Utilized data-driven insights to optimize campaigns, resulting in improved brand awareness and commercial outcomes.
- Fostered profitable expansion, meeting financial objectives and maintaining a high average conversion rate.
- Successfully executed RFPs to enhance financial performance while aligning with budget and organizational goals.

- Devised and executed business development strategies considering company goals, market insights, and budget constraints.
- Implemented 2023 Internet Booking Engine enhancements, focusing on customer experience and upselling with a chatbot that increased conversions by 50%.
- Project Manager for the IBE project, overseeing the development and implementation of the system to improve customer experience and streamline the booking process.

May 2021 – August 2022
flyadeal
eCommerce Manager
- Devised and sustained a comprehensive e-commerce budget, facilitating effective implementation of initiatives and enhancing customer experience.
- Formulated and implemented e-commerce positioning, values, tone, and design elements, promoting customer value and convenience.
- Conducted site analysis and testing for e-commerce growth, yielding a 62.73% increase in conversion rates.
- Handled CMS development and UI/UX improvements, streamlining content management and enhancing user interface.
- Increased organic traffic and revenue by 51% and 127.22%, respectively, utilizing SEO strategies that contributed to a 190% increase in revenue from paid search.
- Fostered relationships with vendors to manage e-commerce technology partnerships, ensuring seamless integration and optimal performance.
- Effectively integrated various third-party technologies such as analytical tools, email marketing, UX tools, and testing software, enriching the overall user experience.
- Supervised and educated a team of 7 junior employees on the company's e-commerce best practices through instructional sessions and training materials, fostering a more skilled and knowledgeable team.

April 2020 – May 2021
Aljoaib Holdings
Software Development Manager
- Collaborated with other developers, utilizing Flutter framework, to identify and alleviate several bugs and errors in software.
- Facilitated cross-functional communication to drive development efforts, ensuring seamless integration and coordination.
- Contributed technical expertise to projects through hands-on implementation, code reviews, system integrations, and server configuration, leading assigned projects to completion.
- Built and maintained enterprise-grade software systems on cloud services such as Azure and AWS, leveraging Flutter for mobile application development.
- Assisted in designing, developing, testing, and supporting web, Android, and iOS applications using Flutter framework.
- Recruited, interviewed, and managed a team of highly skilled and motivated developers proficient in Flutter, Odoo ERP and other relevant technologies.
- Established development standards to ensure proper and quality delivery, adhering to Flutter best practices and industry standards.
- Planned and budgeted project finances based on business needs and requirements, considering the specific requirements and scope of Flutter-based development projects.

June 2018 – April 2020
International Project Developers Group
Group IT Manager
- Coordinated with fellow developers to pinpoint and rectify multiple software defects and malfunctions.
- Fostered cross-departmental collaboration to streamline development processes and initiatives.
- Provided technical proficiency in project execution through hands-on implementation, thorough code assessments, seamless system integrations, and adept server configurations, ensuring successful project completion.

- Developed and sustained high-caliber software systems on cloud platforms, including Azure and AWS.
- Participated in designing, developing, examining, and supporting web, Android, and iOS applications.
- Oversaw the recruitment, evaluation, and management of a high-performing, goal-oriented development team.
- Implemented development guidelines to guarantee efficient and high-quality product delivery.
- Strategized and managed project financial allocations in alignment with business objectives and specifications.

January 2011 – January 2018
Self-Employed
Full Stack Development
- Optimized design parameters to enhance performance and integrate advanced features, contributing to product improvement.
- Strategized, tested, and deployed various web-based and mobile applications using diverse technologies such as JavaScript, ASP, PHP, Java, and SQL, leading to the successful completion of numerous projects.
- Incorporated proprietary APIs for text extraction from images and documents, transforming them into a machine-readable format and consequently elevating data analysis and processing capabilities.
- Implemented RESTful web services, delivering JSON responses via PHP queries for mobile applications, which enriched the overall user experience.
- Designed and managed SQL scripts, indexes, and complex queries for data analysis and extraction ensuring precise and dependable data insights.
- Adeptly configured, deployed, and administered Google Cloud, Azure, and Amazon Web Services on both Linux and Windows platforms, establishing a secure and dependable network infrastructure.
- Engineered an Android application functioning as an OCR scanner, generating nearly $45,000 in revenue and attracting approximately one million users globally, marking significant financial success.

EDUCATION
University of Texas at Arlington, Arlington, Texas
Bachelor of Science in Information Systems – 2017

CERTIFICATION
Transformational Leadership, Google Ads Search Certification, Google Ads Apps Certification, Shopping ads Certification, Google Analytics Individual Qualification, Google Ads Display Certification, LinkedIn Content and Creative Design, LinkedIn Marketing Solutions Fundamentals, LinkedIn Marketing Strategy, Competitive Analysis and Keyword Research Course, Semrush SEO Toolkit Course

VOLUNTEER EXPERIENCE
- Fundraising for charity at KUHF FM in Houston, Texas
- Design and administer the Saudis in Houston website
- Karate Instructor for Youth at KFUPM

INTERESTS
- **Coding:** Passionate about problem-solving and innovation, I excel in coding and developing software applications. Proficient in Java, Python, and C++, I create efficient solutions to complex problems using strong analytical and technical skills.
- **Karate:** As a black belt, martial arts instilled discipline, focus, and self-confidence in me. Years of training honed my physical and mental strength, which I apply to all aspects of my life.
- **Digital Marketing:** With a keen interest in digital marketing, I understand SEO, SEM, and social media marketing. By staying updated on trends and technologies, I execute successful marketing campaigns to drive engagement and increase brand awareness.