

# Husain Alhaboubi

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## PROFESSIONAL PROFILE

Strategic digital leader with +225% revenue growth & 200% conversion rate boost in e-commerce & digital sales. Agile decision-maker with expertise in AI-driven customer experience, journey optimization, and data-backed growth strategies. Passionate about UX/UI innovation, multi-channel engagement, and driving digital-first success in telecom & e-commerce.

## CORE COMPETENCIES

- **Strategic Growth & Execution** – Data-driven strategies, conversion rate optimization, RFP execution
- **Leadership & Agility** – Agile leadership, cross-functional collaboration, rapid iteration, stakeholder alignment
- **AI & Automation** – AI-driven chatbots, customer journey automation, predictive analytics
- **Technical & Cloud Expertise** – SQL, PHP, Python, AWS, Azure, secure infrastructure
- **E-Commerce & Digital Sales** – Omnichannel engagement, UX/UI optimization, SEO & SEM strategies

## KEY ACHIEVEMENTS

- **Impressive Revenue Growth:** Delivered a remarkable 225.32% increase in revenue and a 62.73% boost in site conversion rate through strategic growth initiatives and refined search engine optimization strategy.
- **Successful Implementation of Innovative Technology:** Cut costs by 500K SAR annually and generated 18.6M SAR in revenue by redesigning the passenger communication system and enhancing upselling strategies.
- **Effective Team Management:** Demonstrated excellent team management skills by recruiting, interviewing, and managing highly skilled developers, and provided training and educational resources to help junior employees enhance their skills in e-commerce best practices. Led the Blue Marble implementation from the business side, ensuring its successful execution and positive impact on the business.

## EXPERIENCE

### **Director of Digital Sales Channels**

Etihad Etisalat Company (Mobily) | November 2023 – Current

- Led digital transformation initiatives, increasing customer acquisition by 45% and boosting digital sales across web and mobile channels.
- Developed and implemented strategies that consistently improved conversion rates and overall revenue utilizing cutting-edge technologies and data-driven insights.
- Applied agile methodologies in UI/UX redesigns, leading to continuous improvements in usability and customer satisfaction.
- Expertly crafted and optimized customer journeys to ensure a seamless, engaging user experience from initial contact through to conversion and retention.
- Leveraged AI-driven analytics to personalize user experiences, leading to a 30% increase in engagement and 200% uplift in conversion rates.
- Led the UI/UX team, ensuring innovative and user-friendly design solutions.
- Implemented and managed AI-driven chatbots to enhance customer service and streamline the user experience.

- Kept the organization at the forefront of technological advances in digital sales and telecommunications, implementing solutions such as AI-driven customer service enhancements and integrated sales platforms.
- Designed and executed effective multi-channel engagement strategies incorporating email, SMS, and WhatsApp to increase customer loyalty and lifetime value.
- Led the Blue Marble implementation from the business side, ensuring its successful execution and significant positive impact on business performance.
- Ensured all digital sales channels complied with local regulations and international best practices, including data protection and customer privacy.
- Established strategic partnerships with technology providers and other stakeholders to enhance service offerings and expand market reach.
- Ensured availability of diverse payment methods and gateways, including Mada, credit cards, Apple Pay, BNPL, and installments, to provide seamless payment options across all digital platforms.

### **eCommerce Senior Manager**

flyadeal | August 2022 – November 2023

- 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.
- Rapidly iterated and deployed 2023 Internet Booking Engine enhancements, leveraging agile experimentation to boost 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.

### **eCommerce Manager**

flyadeal | May 2021 – August 2022

- 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 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.

### **Software Development Manager**

Aljoaib Holdings | April 2020 – May 2021

- 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.

### **Group IT Manager**

International Project Developers Group | June 2018 – April 2020

- 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.

### **Full Stack Development**

Self-Employed | January 2011 – January 2018

- 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**

- **Leadership & Strategy:** Transformational Leadership
- **Google Ads & Analytics:** Google Ads (Search, Display, Shopping, Apps), Google Analytics Individual Qualification
- **SEO & Digital Marketing:** LinkedIn Marketing (Strategy, Content & Creative Design), SEMrush SEO Toolkit, Competitive Analysis & Keyword Research