

RAJAIE HADDAD



PROFESSIONAL SUMMARY

E-commerce, digital marketing, and CRM professional with proven expertise in driving online growth through strategic cross-channel marketing initiatives and leadership. Proven track record of driving sales growth, managing high-impact digital campaigns, and leading cross-functional teams to enhance customer experience, expand market share, and increase revenue. Currently enrolled in the Executive MBA program at the Qantic School of Business and Technology to further enhance expertise and stay ahead of industry trends.

ACCOMPLISHMENTS

- Achieved 200% growth in ecommerce revenue and around 75% sales increase.
- Generated \$917,000+ in hospitality ecommerce revenue for hotels exceeding the year's target by 162%.
- Secured QAR30M in corporate and retail sales agreements.
- Led the implementation of Microsoft Dynamics 365 CRM, optimizing customer segmentation and marketing automation for 100K+ customer records.
- Directed omnichannel marketing strategies, enhancing brand engagement across retail, ecommerce, information technology, and hospitality sectors.

WORK HISTORY

ECommerce and CRM Manager, 2022 to Current

Salam Studio and Stores, Qatar

- Optimized ecommerce and CRM transformation, driving 200% increase in online sales and 75% year-over-year growth in digital revenue.
- Directed cross-functional teams, aligning omnichannel marketing and IT, enhancing customer lifetime value (CLV).
- Managed B2C and B2B partnerships, driving around QAR30M in annual corporate sales and retail customer services.

CONTACT

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SKILLS

- **ECommerce and Online Business**
(Online Sales Management, Conversion Rate Optimization CRO, Customer Journey Mapping, UI/UX, Mobile Commerce, Revenue Models).
- **Digital and Performance Marketing**
(Data-Driven Growth Marketing, Content Strategy and Social Media Management, SEO & SEM Optimization, Omnichannel Marketing, Paid Media Campaigns, Influencers Marketing).
- **Customer Relationship Management (CRM)**
(Loyalty Programs Development, Omnichannel Customer Engagement, Retention, Customer Data Management).
- **Technology & Project Management**
(Digital Project Management, SaaS and ECommerce Solutions, AI tools in Marketing and Sales).
- **Business Development and Strategy**
(B2B and B2C Growth Strategies, Contracting, Partnerships and Vendor Negotiation, Market Expansion and DTC business models).

TECHNICAL EXPERTISE

- **ECommerce Platforms:** Magento, Shopify, AWS.
- **CRM & Marketing Automation:** Microsoft Dynamics 365, HubSpot, Salesforce.
- **Hospitality:** Opera PMS, POS Systems.
- **Analytics & AI:** Google Analytics, AI-Powered Customer Insights

ECommerce Manager, 2020 - 2022

Qatar Foundation, Education City, Qatar

- Collaborated with over 220 sellers, enhancing the marketplace ecosystem.
- Directed ecommerce operations and business development, driving 170% growth in B2C sales.
- Developed and executed high-impact social media strategies, increasing brand visibility and engagement.

Executive Manager, 2019 - 2020

Dar Al Sharq Group, Qatar

- Managed lifecycle marketing and digital campaigns, driving employer branding and exceeding sales targets by 162%.
- Led creative ideation and content development for various digital platforms.
- Enhanced brand positioning through strategic omnichannel marketing and consistent messaging alignment.

Digital Marketing Manager, 2015 - 2019

The Hub Marketing and Advertising Agency, Jordan

- Enhanced brand presence through data-driven digital marketing strategies.
- Directed a multidisciplinary team to deliver comprehensive branding and social media campaigns.
- Increased customer engagement and brand loyalty through targeted digital content.

Digital Marketing Manager, MENA Region, 2005 - 2011 and 2012 – 2015

Sheraton Amman Al Nabil Hotel

- Implemented marketing initiatives that resulted in \$917,000+ annual ecommerce revenue in 2014.
- Led multiple employee engagement programs, fostering a high-performance culture.
- Ensured consistent brand messaging across digital platforms, driving measurable business outcomes.

ECommerce Manager, 2011 – 2012

Mövenpick Hotels and Resorts, Jordan

- Improved customer interaction and satisfaction through innovative digital solutions.
- Increased online revenue by leveraging advanced e-commerce strategies.

System Engineer, 1997 – 2005

Orange Mobile Division, Jordan

Provided top-tier support for corporate and VIP clients, resolving technical issues and ensuring high customer satisfaction.

EDUCATION

Executive MBA, May/2025

Quantic School of Business and Technology – Washington, DC

Professional Certificate in Online Marketing, May/2012

Oxford Business Academy – London

Bachelor of Science, July/1997

Princess Sumaya University for Technology - Amman
