

John Mosaad

Digital Transformation | E-commerce | Dubai, UAE

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Professional Summary

Experienced Digital Transformation Specialist with a proven track record in driving successful e-commerce initiatives. Skilled in vendor management, automation, and process optimization. Passionate about leveraging technology to enhance business efficiency and customer experience.

Skills

Technical Skills:

- Digital Transformation
- E-commerce
- Vendor Management
- Automation
- Process Optimization
- Data Analysis
- CRM Systems (e.g., Salesforce)

Soft Skills:

- Problem-solving
- Communication
- Leadership
- Time Management
- Stakeholder Management

Experience

Delivery Hero (Talabat), MENA

Senior Specialist Digital Transformation (Regional)

August 2023 - Present

- Vendor Management: Coordinated informative and commercial communications with vendors, ensuring effective and timely delivery of essential information. Created automated communications based on vendor performance.
- Process Improvement: Led initiatives to improve vendor communications, including integrating WhatsApp for commercial purposes. Automated communications based on vendor performance, triggering emails, WhatsApp messages, and in-app notifications.
- Vendor Training: Developed comprehensive tutorials to assist vendors in utilizing the vendor portal and self-help resources effectively. Designed and implemented tailored user flows within the application to educate onboarded vendors and strategically target them for commercial purposes.
- Performance Monitoring: Implemented performance tracking mechanisms to assess the effectiveness of tutorials and communications, with a focus on measuring Return on Investment (ROI).
- Account Management Portal Enhancement: Took charge of the account management portal, ensuring it remains up-to-date with the latest products, tools, information, and Standard Operating Procedures (SOPs). Included a Generative AI Model and fed it with accurate data from source of information to be a reliable guidance to the Account Managers.
- Generating Revenue through Digital Channels: Email, Whatsapp, in app tutorial

Delivery Hero (Talabat), UAE

Account Manager

June 2019 - August 2023

- Partner Management: Prepared Marketing Plans and Promotions to increase Partner Sales.
- Handled Financial Issues between the Partner and Talabat.
- Handled any Technical Issues faced by the Partner.
- Ensured smooth workflow and reduced the Fail Rate.
- Acted as a team Lead to guide colleagues and make decisions that helped the team and the city growth.

Delivery Hero (Talabat), UAE

Sales Acquisition

August 2018 - June 2019

- Business Development: Expanded and introduced the online delivery service to a new City.
- Engaged with prospect Restaurants to effectively position Talabat Platforms solutions using strategic value-based solution proposals, references, and analyst data.

- Worked with the wider Talabat teams to develop and drive pipeline, and to provide guidance.

Etisalat Telecom, UAE

Senior Sales Executive

May 2015 - August 2018

- Sales: Sold telecommunications products and services to both individuals and companies.
- Built market position by locating, developing, defining, negotiating, and closing business relationships.
- Kept abreast of current technology trends. Designed customized, cost-effective solutions for the client.

Projects

Talapedia

- Led end-to-end development of a dynamic website serving as a repository for instructional guides, SOPs, regulatory rules, and product information.
- Collaborated with Finance, Product, City, HR, Marketing, and IT teams.
- Achieved 600+ active users, 12000+ actions, and implemented a sophisticated request handling system.

RTG (Road to Graduation)

- Enhanced partner flows by changing the old way of communication.
- Collaborated with creative, marketing, data science teams.
- Achieved 100% reachability and 95% completion rate.

Reachability

- Led a large-scale initiative to improve data quality within Salesforce.
- Rectified and enhanced over 65,000 partner contacts across multiple markets from 8 countries..
- Increased email reachability by 44% and validated active WhatsApp numbers by 41%.

AutoComms

- Orchestrated the implementation of an automated communication system.
- Configured triggers based on predefined logic.

- Increased conversion and revenue significantly.

Education

Ain Shams, Egypt
Bachelors of Information Systems
September 2002 - MONTH 2006

Courses and Self Learnings

- My Academy:
 - AI for Growth,
 - Elements of AI
- Udacity:
 - Scala and Spark,
 - Data Structure and Algorithm,
 - Introduction to Programming Using Python,
 - Python and Django Full Stack Developer Bootcamp,
 - Full Stack Developer,
 - Cyber Security
- IBM:
 - CCNA

Language Skills

- Arabic - Native
- English - Fluent
- Russian - Basics

Computer Skills

- MS Office,
- Google Suite,
- HTML, CSS,
- SEO,
- Coding (Python, JS, MySQL),
- Wordpress,
- Google Analytics

Soft Skills

- Verbal communication
- Written communication
- Presentation
- Constructive feedback
- Active listening
- Self-management
- Problem Solving
- Management skills