

# Ahmed Nassar

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## EDUCATION

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### LOUGHBOROUGH UNIVERSITY

England, UK

*BSc Information Management and Business*

*October 2017 – June 2020*

- Result: Upper Second Class (2:1)
- Course representative during my second year.
- Member of accounting & business society.

## EXPERIENCE

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### MAJID AL FUTTAIM

Dubai, UAE

*Retail Graduate Associate*

*October 2023 - Present*

- Engage in diverse rotational assignments across commercial divisions, injecting fresh perspectives and driving innovation.
- Spearhead a warehouse management project after analyzing end-to-end operations and identified points of struggle. The warehouse management project resulted in a **decrease of OOS (out of stock) products by 20% & improved advance ordering leading to better stock availability.**
- Develop comprehensive project implementation plans and conduct thorough sales/price analyses to inform strategic decision-making and optimize business performance.
- Expanded the baked goods products range **introducing various new products to 10+ stores in the region, increasing sales of baked goods YoY (Year on Year) by 5%.**
- Completed MAF's Manager Training Program (Department Head Training) which involved operations, business analysis, customer behavior training and managing a team of 10+ members.

### OMNIYAT

Dubai, UAE

*Product Analyst – Amal eCommerce Division*

*June 2022 – February 2023*

- Launched and project-managed a loyalty rewards program (**60% participation rate**) & WhatsApp shopping experience (**made up 10% of orders upon first 3 months**), organized various vendors and stakeholders under the project plan and timeline.
- Created various user stories, sequential flow diagrams, value propositions and competitive benchmarks. Conducted QA testing and website analysis, designing SOPs.

*Product Analyst – Finneva Fintech Division*

*March 2022 – June 2022*

- Developed workflow diagrams and user stories for customer, merchant and payment partner journeys for internal use when designing the product/platform and developing it.
- Wrote website content including a product overview and the service benefits for use in B2B propositions.
- Created various feature comparisons and requirement documents in relation to the relevant vendor.

### HYUNDAI

Dubai, UAE

*Rotation Intern*

*July 2020 – September 2020*

- Tracked KPIs and other sales data to be used for analysis and forecasting developing analytical skills further and conducted price value analysis between varying car models.
- Analyzed and processed product data, as well as created presentations for senior management regarding product pricing and competitor analysis, which was key in their consideration of current market trends and marketing strategies.

## SKILLS AND ACTIVITIES

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- Languages: English (Native), Arabic (Native).
- **Proficient in** Figma, Adobe XD, Adobe Photoshop, Atlassian Suite (Jira, Confluence & Trello), TalonOne (Loyalty Rule Engine), MoEngage, Qlik Sense, Oracle, GIMA & PowerBI.
- Google UX Design Professional Certificate
- Achieved Duke of Edinburgh Award – Gold Level
- Local Fantasy Premier League winner