

ABDESSALAM OUAOUANE

E-COMMERCE & DIGITAL BUSINESS SPECIALIST

PROFESSIONAL PROFILE

Self-taught digital entrepreneur with 9 years of hands-on experience building and running online businesses end to end. Launched and operated 9 e-commerce stores, developed COD operations across Morocco and Africa, and built AI-powered automation systems for sales, email, reporting, and business workflows. Experienced in turning ideas into practical digital businesses, optimizing operations, and using technology to improve growth and efficiency.

+212 627 144 466

work@heyabdessalam.info

heyabdessalam.info



heyabdessalam.info
Scan to view my online CV

CORE COMPETENCIES

E-Commerce Operations

Shopify (expert), COD model, dropshipping, supplier sourcing, order fulfilment, inventory and customer service.

Digital Marketing

Meta Ads, media buying, campaign scaling, audience testing, SEO, CRO and email marketing.

Web Design & Development

WordPress, Elementor, UI/UX design, high-converting landing pages, responsive design, AI-assisted coding.

AI & Automation

Automation scripts, sales and call-centre workflows, email sequences, Google Sheets dashboards, AI design.

Design & Content

Canva (expert), social media management, content creation, brand identity and visual assets.

Business & Analysis

Business model design, process improvement, growth strategy, reporting, remote work management.

TECHNICAL SKILLS & TOOLS

Platforms

Shopify, WordPress, Elementor, eBay, Etsy

Marketing

Meta Ads Manager, SEO tools, email marketing platforms

Development

VS Code, AI-assisted coding, automation scripting, HTML/CSS

Design

Canva, AI design generators, UI/UX design

Productivity

Google Sheets (advanced formulas & automation), Microsoft Word, PDF workflows

Systems

macOS (primary), Windows — adapts quickly to any system or internal tool

LANGUAGES

Arabic: Native

English: Very good — working language

French: Basic

PROFESSIONAL EXPERIENCE

- 2024 – Present
- **AI Automation & Web Development Specialist**
Self-Employed — Casablanca, Morocco
Build custom automation systems for sales, lead distribution, email communication, marketing, and reporting.
Develop websites and internal business tools using AI-assisted development.
Create automated reporting and workflow systems with Google Sheets and other digital tools.
- 2022 – Present
- **Freelance Web Designer & Developer**
Self-Employed — Remote
Design and develop websites using WordPress and Elementor, with a focus on UI/UX and on-page SEO.
Create landing pages and digital assets optimized for marketing and conversion.
Use Canva and AI-powered design tools to produce professional visual content.
- 2023 – 2024
- **COD E-Commerce Operator — Morocco & Africa**
Self-Employed — Morocco
Built and operated a Cash-on-Delivery e-commerce operation, managing product sourcing, marketing, order processing, and delivery coordination.
Managed Meta advertising campaigns and improved operational workflows for call-centre, order confirmation, and returns.
- 2019 – Present
- **E-Commerce Store Owner — Dropshipping**
Self-Employed — Remote
Launched and managed 9 e-commerce stores across different markets and product categories.
Managed product research, supplier relationships, pricing, store operations, and Meta advertising.
- 2017 – 2019
- **Online Seller — eBay & Etsy**
Self-Employed — Remote
Managed product listings, pricing, orders, and customer transactions on eBay and Etsy.
Coordinated sourcing and fulfillment between suppliers and international customers.

EDUCATION

Faculté des Sciences Ben M'Sik, Casablanca

Chemistry (no degree)

2018 – 2019

Baccalauréat, Scientific Stream

Ain Harrouda, Casablanca

2017

Continuous self-directed learning since 2017 across e-commerce, web development, digital marketing, AI tools and automation.