

ALI ISMAIL ADEN

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<https://aliaden.me>

WORK EXPERIENCE

Creative971 Shopify Agency

Project Manager | Jan 2025 – Present

- Manage a portfolio of 24 Shopify client accounts across 6 countries (UAE, Saudi Arabia, Iraq, Turkey, Oman, Canada), spanning new store builds, migrations, and ongoing support retainers
- Lead end-to-end project delivery (scoping, timelines, app integrations, go-live) for clients including Nayomi, La Vie En Rose, Medical Outfit, and Intellect Coffee
- Serve as primary client-facing contact for both project and hybrid (project + support) accounts, managing scope, expectations, and stakeholder communication
- Coordinate cross-functional internal teams (developers, designers, QA) to keep deliverables on time and within scope across simultaneous projects
- Oversee continuity for accounts transitioning between support and project phases (e.g. Nayomi, Mihyar, Dream), using account history to reduce onboarding time on new scopes
- Promoted from E-commerce Support Specialist after 15 months, based on consistent SLA performance and client retention

E-commerce Support Specialist | Sept 2023 – Jan 2025

- Delivered ongoing technical and customer support for 12 Shopify-based e-commerce brands under monthly retainer agreements, serving as primary point of contact for store-related issues
- Collaborated with internal dev/design teams to escalate and resolve complex storefront, app, and backend issues beyond first-line support
- Maintained strong SLA compliance across a multi-brand portfolio, ensuring consistent service quality for retainer clients
- Tracked recurring issues and client feedback to proactively flag store improvements and reduce repeat ticket volume

Al Tayer Group (OUNASS)

Escalation Specialist | Aug 2022 – Sept 2023

- Managed complex customer complaints escalated beyond first-line support, ensuring prompt and effective resolution under tight deadlines
- Acted as final point of contact for high-risk and high-value cases, balancing customer satisfaction with company policy and cost considerations
- Conducted investigations and collaborated with internal teams to develop and implement permanent solutions to recurring customer issues

The Giving Movement

Operations & Customer Service Lead | Jul 2020 – Dec 2021

- Analyzed, designed, and implemented business intelligence dashboards for Operations, Customer Service, and Marketing departments, highlighting weekly and monthly target KPIs and ROI
- Developed a CRM-supported helpdesk processing over 40 support requests per day, achieving a 92% ticket resolution rate
- Managed, optimised, and maintained over 95% order delivery performance across the Middle East and 98% same-day delivery performance locally
- Built an automation system for initiating and resolving refund requests, updating over 50 daily unique customers with refund information within 3 minutes

Apparel Group (6thStreet.com)

Escalation Specialist | Apr 2018 – Jun 2020

- Resolved customer complaints end-to-end with full ownership from intake through to resolution
- Acted as final point of contact for high-risk and high-value cases, balancing customer satisfaction with company policy and cost considerations
- De-escalated high-tension customer interactions through calm, solutions-focused communication, protecting brand reputation and customer retention
- Carried out daily reporting and followed up with consignors regarding the fulfilment of delayed orders

NAMSHI.com

Customer Service Representative | Sept 2017 – Dec 2017

- Handled inbound customer inquiries for one of the UAE's leading online fashion retailers, resolving order, delivery, and returns-related issues in a fast-paced e-commerce environment

EDUCATION

Liverpool John Moores University (LJMU)

BSc (Hons) Business with Finance | Class of 2025

SKILLS & INFORMATION

Technical Skills: Shopify, Microsoft Power BI, Advanced Microsoft Excel, Power Query, Zendesk, Magento, Salesforce, Notion, ClickUp

Core Competencies: Stakeholder Management, SLA Compliance, Cross-functional Collaboration, Client Retention, Project Delivery

Languages: English (Fluent), Arabic (Fluent)

Nationality: Somali

Date of Birth: 08 January 1997

Portfolio: aliaden.me

LinkedIn: linkedin.com/in/ali-aden97