Mohamad El Hoss

e-Commerce & Growth Hacker

👤 Profile

2x startup co-founder.
Since 2015, I have been continuously learning, creating, and scaling e-commerce where I have driven more than a quarter of a million USD local revenue in just under 9 months - Organically; compete and won international Startup competitions. I am result-driven working at the intersection of business and technology.
My skill set ranges from product development to performance marketing. I make data-driven decisions to optimize spending and improve organic conversions, all while creating a higher value for the customers. I am also actively engaged in the global innovation ecosystems.

💼 Employment History

National Consultant - eCommerce Advisor for SMEs at International Trade Center, Geneva, Switzerland
Feb, 2021 - Present
Mission:
Technical advisory for The World Bank program "e-Commerce and Women-Led SMEs in Lebanon"
Results:
Trained 10+ Women e-Commerce shop owners (Shopify, WooCommerce, Prestashop) to troubleshoot technology, improve conversion rates, and optimize spending.

co-founder & CEO at CloudSale, Beirut Digital District
Mar, 2017 - Present
Mission:
CloudSale creates and operates B2B and B2C marketplaces with a Fintech twist. Our mission is to level the playground between SMEs and trading Tycoons.
Results: Led strategic and business initiatives to successfully grow revenue in the pilot phase from $0 to $265000+ in just 9 months of operations, 100% growth MoM, 15000+ active sessions. Drafted a Deferred Payment Solution for SMEs to finance their purchases.

🎓 Education

MSIE Innovation & Entrepreneurship at HEC Paris, Paris, France
Sep, 2021 - Jun, 2021

Masters in Innovation & Entrepreneurship at ESA Business School, Beirut, Lebanon
Jun, 2021 - Jun, 2021
Developed expertise and a global overview of entrepreneurship based on the "learning by doing" pedagogy. Educated in a combination of theoretical courses, specialized seminars, and field missions.

Details

+9613821987
hossmohamad@gmail.com

Links

Linkedin
Web

Skills

SEO - Tagging

SEM - SMM

Data Analytics - Hotjar - Clarity

e-Commerce - UX/UI

Performance Marketing

Product Design - Design Thinking

Agile Methodologies - A/B Testing

Pixels and API's

SEMrush - Ahrefs - Moz

Languages

English

French

Arabic