



HAITHAM KHALIFA

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About Me

A results-oriented leader with 15+ years of experience in driving e-commerce growth, optimizing online platforms, and implementing successful digital marketing strategies. Proven ability to increase online sales, improve customer engagement, and manage cross-functional teams to achieve business objectives.

Education

Intensive Software Development Academy

Lund Univeristy
Sweden, Lund - 2019

Bachelor of Computer Science

Modern Academy Maadi
Egypt, Cairo 2001 - 2006

Skills

E-commerce Strategy

Digital Marketing

SEO/SEM

Product Ownership

Team Leadership

Language

Arabic

English

Swedish

Experience

Product Owner & IT Consultant

2020 - 2025

Protein.com | Sweden, Malmö

- Managed product backlog to drive e-commerce sales.
- Developed/executed SEO strategies (+20% organic traffic).
- Implemented/managed MarTech for e-commerce performance.
- Drove Agile practices.
- Utilized data analytics to optimize e-commerce growth.
- Managed product backlog for e-commerce sales.
- Managed product data feeds.

Founder & CEO

2012 - 2021

HostPioneers.com | Denmark, Copenhagen

- Led e-commerce platform development/optimization.
- Implemented MarTech to drive engagement/revenue.
- Developed/executed e-commerce marketing strategies.
- Managed all aspects of the online business.
- Executed e-commerce marketing (SEO, email, social).
- Oversaw customer journey.

Social Media Manager (Volunteer)

2013- 2016

Danish Red Cross - Newtimes.dk | Denmark, Copenhagen

- EU-funded project to raise awareness of asylum seekers and policymakers.
- Developed and managed the website, enhancing SEO and user engagement.
- Wrote articles and managed social media to increase brand visibility.

C.I.O Deputy

2007- 2012

Cayenne Technologies | Egypt, Cairo

- Web Business Manager & Deputy Chief Information Officer
- Managed projects in the web technology department
- Developed and presented web projects to clients and stakeholders
- Installed and supported web servers and applications
- Improved website traffic and SEO scores for clients