ABDULLAH ALHOLAIEL

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Professional Summary

Innovative Digital Strategist, Consultant and System Engineer with a proven track record in leading digital transformation projects, enhancing operational efficiency, and driving revenue growth across diverse sectors. Expert in developing and implementing advanced digital solutions, leveraging a comprehensive skill set in software development, cloud computing, and data analytics.

Skills

- **Programming Languages & Frameworks**

C# | .NET | Java | JavaScript | Python | TypeScript | MongoDB | MySQL (SQL) | Node.js | Express | React | Vue | Redux | jQuery | NoSQL | Git | OOP | Django | Flask | PHP | HTML/CSS | RESTful API

- **Cloud Computing & Services**

Azure | Cloud Computing (inc. AWS/GCP) | Microservices | CI/CD Pipelines (GitHub/Ansible) | DevOps| Edge Computing | GitHub Actions | Serverless Functions | Unit Testing | Hybrid Solutions

- **Machine Learning, Project Management, Data analysis & Visualisation**

NumPy | Pandas | Scikit-learn | MATLAB | R | Power BI | Tableau | Google Big Query | Agile | Six Sigma | Jira | Trello | Microsoft 365

Experience

Digital Strategist — EndUp | Part-Time — *Manchester, UK* — **01/2023 - 01/2024**

My role was centred around **developing and implementing digital strategies** to foster growth and enhance operational efficiency.
In my tenure, I excelled in several key areas:

- Designed targeted **customer engagement campaigns**, increasing engagement by **25%**, by utilising tools like **Google Analytics**, **MailChimp**, and **Salesforce** to analyse and drive our strategies.
- Played a pivotal role in **revenue growth** by identifying and leveraging three new streams**: e-commerce, partnerships,** and **subscriptions,** which collectively contributed to a 30% increase in our annual revenue.
- Streamlined **operations** processes, cutting operational costs by **20%** and enhancing efficiency with **Agile**, **Scrum**, **Jira**, **Trello** tools.
- Led the **hybrid operations migration**, transitioning to a more flexible model that incorporated **containerisation** and **serverless architecture**, resulting in a substantial 40% reduction in infrastructure costs, a significant achievement in our start-up environment.
- While we have yet to secure funding, I prepared a detailed **fundraising report** with comprehensive financial projections and graphs using **Excel** and **Tableau**, positioning us strongly for future investment opportunities.

Digital Consultant — CLO – Full-Time & Remote — *Riyadh, SA* — **08/2022 - 01/2023**

My role as a Digital Consultant at CLO focused on developing and executing digital strategies directly with CEO to foster growth and improved business awareness for our clients in the tourism and food & beverage sectors.
During my tenure, I made significant contributions in several key areas:

- Collaborated closely with **clients**, **internal teams**, and the **CEO** to develop tailored **digital strategies**, utilising **Agile methodologies** and **data channels** analysis to drive projects towards strategic success.
- Interpreted **client data** to provide informed recommendations and **innovative digital solutions**, resulting in enhanced **business awareness** and outcomes for various tourism institutes and F&B businesses.
- Conducted comprehensive **market research** and **competitor analysis**, providing valuable insights that informed **strategic decision-making** and helped clients stay ahead in their respective industries.
- Developed and delivered engaging **workshops** and **presentations** to **client's board members**, pitching them the latest digital trends and best practices that could be applied, and empowering them to make informed decisions about their digital strategies.

Junior System Engineer — Novintiq – Full-Time & Remote — *Cairo, Egypt* — **06/2021 - 06/2022**

My role initially started as support to IT infrastructure maintenance team. Recognising my expertise, the company entrusted me with advanced responsibilities, enhancing our cloud and IT infrastructure and developer training programs.
During my tenure, my role evolved to include:

- Led a **training program** that significantly uplifted the skills and productivity of entry-level and intern developers, covering **software development best practices**, **cloud computing fundamentals**, and emerging used technologies.
- Designing and implementing **Azure cloud solutions** enhanced our **Big Data**, **Analytics**, and **IT computing** services, utilising tools like **Azure Data Factory**, **Azure Databricks**, and **Azure Synapse Analytics** for more efficient data processing.
- Developed an **ARM (Azure Resource Manager)** template, which streamlined Azure cloud resource management for internal teams and training program, achieving a **20%** reduction in infrastructure costs and a **15%** improvement in system uptime.
- Collaborative efforts with **cross-functional teams** ensured the **seamless integration** of these cloud solutions, while my focus on **performance monitoring and optimisation** helped for an optimal system performance and reliability.

Education

| **Master of Applied Science** | **Sheffield Hallam University** | *Sheffield, UK* | **01/2023 - 01/2024** |

Major in Applied Computing, **Distinction**

• Mastered essential programming concepts, web development principles, project management methodologies, database systems, big data analytics, and Azure cloud strategy and deployment.

| **Bachelor of Engineering** | **University of Liverpool** | *Liverpool, UK* | **09/2019 - 06/2022** |

Major in Aerospace Engineering, **(2:1 with Honours)**

• Designed and simulated a sustainable, electric lightweight aircraft using compartment testing through MATLAB, adhering to Royal Aeronautical Society and CAA guidelines. Resulted in an aircraft with a reliable battery and zero carbon emissions, contributing to eco-friendly aviation advancements, developed a piston design with CREO CAD, engineered a fully operational RC-plane, created a theoretical design for the AN-225 military transport aircraft, and devised a MATLAB program for analysing aircraft crash data.

Projects

Cloud of Things Solution for Smart Parking Management System

• Developed a scalable, containerized **CoT** solution for smart parking management using the **MERN** stack framework, deployed on **Azure App Service**, and integrated with **IoT Hub**, **Edge**, and **Azure Functions** for **real-time data** collection, processing, and serverless operations.

Database and Big Data Modelling for Digital Migration Company

• Analysed comprehensive interviews for stakeholder needs and designed an optimized **ERD** schema using **SQL** (MySQL) to support **digital migration**. Developed a data model that enhanced **data storage, retrieval, and analysis, enabling efficient digital transformation**.

Cloud-Based Hybrid Migration Software Development using Azure

• Developed a **containerized Django** web app using Python on **Azure App Service**, integrated with **Active Directory, CosmosDB, Blob Storage**, etc. with **geo-redundant accessibility**. A hybrid cloud architecture with microservices for efficient **deployment**, ensuring **governance** and **compliance** with **RBAC** and **SLA**, resulting in a saving of 2 million yen based on **TCO**.

Mentorship

Accenture Job Simulation Experiences

• Two job simulations in **Data Analytics Visualization**, and **Developer Technology** through Forage, focusing on **data interpretation** and **strategic decision-making**, alongside **technical problem-solving** and innovation in **solution design** for enterprise standards.

PepsiCo Advanced Software Engineering Job Simulation

• Developed a system using **engineering tickets**, **CI/CD**, and Azure, focusing on **system visualization** and **development skills**.

British Airways Data Science Job Simulation

• **Data-driven simulation**, **web scraping**, and **machine learning**, to optimize operational strategies and enhance understanding of **customer purchasing decisions**.

GE Aerospace Digital Technology Exploration Job Simulation

• Implemented **Vue.js UI features**, improving **user experience** and **system efficiency**.

Bright Network Financial Services and Consulting on Demand Experience

• Collaborated with leading global employers including **EY**, **PwC**, and **PA Consulting**, gaining insights into financial services and consulting sectors, and enhancing understanding of sector-focused skills and knowledge.

Bright Network Technology Consulting Live Internship Experience

• Engaged with industry leaders from **EY, Amazon, Goldman Sachs, Vodafone**, and more, focusing on **software development life cycles**, **IoT**, and **digital operations advancements**.

Bright Network Business, Operations, and Marketing Live Internship Experience

•Crafted a digital marketing and operations strategy leveraging **Google's Analytics**, **SEO**, **Ads**, and **Tag Manager** while engaging with leading companies like **Google** and **Nestlé** for expert guidance in business and marketing domains.

Achievements

Microsoft Azure Certifications – AZ-900/104/204

• **Fundamentals**, **administrator**, and **solution development**, enabling design, implementation, and management of cloud-based solutions.

Google Data Analytics Professional Certificate

• Mastered **full data collection and analysis cycle**, from **stakeholder** engagement to **dashboard analytics**.

Ethics and Law in Data Analytics

Artificial Intelligence Foundations: Machine Learning – NASBA, LinkedIn Learning

Google Digital Marketing Garage

Hobbies

• Football Liverpool Sunday League	• Ice Skating Society @ SHU
• Boxing Society @ UoL	• Calisthenics Society @ SHU
• Football Society @ UoL	• Programming Challenges and Hackathons
• Futsal Society @ SHU	• Data analytics and Visualization Challenge