

ABDULLAH ALHOLAIEL

 [LinkedIn](#) |  07818244143 |  A.alholaiel@gmail.com |  [GitHub](#) |  [Saudi National](#)

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 | Express | React | Vue | Redux | jQuery | NoSQL | Git | OOP | Django | Flask | PHP | HTML/CSS | RESTful API

• Cloud Computing & Services

Azure | Cloud Computing (AWS/GCP) | Microservices | CI/CD Pipelines | 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.

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Education

Master of Applied Science

Sheffield Hallam University

Sheffield, UK 01/2023 - 01/2024

Major in Applied Computing, **Predicted (1st)**

- 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 using CREO CAD software.
- Engineered a fully operational RC-plane from concept to completion.
- Created a comprehensive theoretical design for the AN-225 military transport aircraft.
- Devised a user-friendly MATLAB program to analyse aircraft crash statistical 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 simulations in **Data Analytics and Visualization**, and **Developer and Technology** with Forage, focusing on **data interpretation** and **strategic decision-making**, alongside **technical problem-solving** and innovation in **solution design**.

• 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, **administration**, 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

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Hobbies

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