

# IBRAHIM ALI

## WEB DEVELOPER | SOCIAL MEDIA SPECIALIST

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### CAREER OBJECTIVE

Motivated Software Engineer specializing in back-end development with a strong foundation in front-end technologies, social media management, and content creation. Skilled in designing scalable systems, implementing APIs, managing databases, and creating engaging digital marketing campaigns. Proficient in utilizing AI tools to enhance development processes and optimize marketing strategies. Committed to continuous learning and delivering innovative solutions to meet client needs.

### EXPERIENCE

Web Developer, Freelancing	Mar 2023- Present
<ul style="list-style-type: none"><li>Developed and implemented user-friendly web interfaces using HTML, CSS, and JavaScript based on client requirements.</li><li>Managed projects using Git for version control and stayed updated with industry trends to incorporate new technologies.</li><li>Utilized AI tools to accelerate development processes, delivering projects ahead of deadlines.</li></ul>	
Social Media Specialist, Refaat Jewellery Store	Sep 2019- Feb 2020
<ul style="list-style-type: none"><li>Developed and executed comprehensive social media marketing strategies to increase brand visibility and sales.</li><li>Managed Facebook page campaigns, resulting in a 35% growth in online engagement.</li><li>Designed and published ad creatives that effectively targeted customer segments, leading to improved conversion rates.</li><li>Created video content showcasing product features, which enhanced customer interest and boosted sales by 20%.</li></ul>	
Social Media Specialist & Content Creator, Freelancing	Feb 2017- Aug2019
<ul style="list-style-type: none"><li>Created engaging social media content, including videos and graphics, tailored to diverse industries.</li><li>Strategically managed media buying for campaigns, maximizing ROI and minimizing ad costs.</li><li>Collaborated with clients to ensure campaigns aligned with their vision and business goals.</li></ul>	

## TECHNICAL SKILLS

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- Back-End Development: Python, Database Management (SQL, Mongo DP)
- Front-End Development: HTML, CSS, JavaScript
- API Development: RESTful APIs, Spring Boot (in progress)
- Version Control: Git, GitHub
- Development Tools: AI Tools, Docker (in progress)
- Web Development: WordPress
- Programming Languages: C, Python, JavaScript

## MARKETING & SOCIAL MEDIA SKILLS:

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- Social Media Management: Media Buying, Campaign Strategy and Optimization
- Content Creation: Video Production, Ad Creative Design, logos, menus, branding)
- Digital Marketing Tools: Canva, Facebook Ads Manager, Analytics
- Creative Skills: Photography, Video Editing

## SOFT SKILLS:

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- Dynamic and Fast learner
- Strong Organizational, interpersonal, and administrative skills
- Work with all levels of management
- Superior analytical ability, Negotiation and communication skills.
- Complex problem solver
- Decision maker
- Reporting & Analysis
- Digital Marketing & Social Selling

## EDUCATION

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### B.A. Degree in Accounting

Faculty Of Commerce, Alexandria University

Graduation Year: June 2021

## ADDITIONAL INFORMATION

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- **Languages:** Arabic (Native), English (Advanced).

### Certifications

- Software Engineering Program (Full-Stack) – ALX Africa Specialization in Back-End Development
- Artificial Intelligence Foundations. (Learned key AI concepts, including machine learning, neural networks, and data analysis.)
- Digital Marketing Specialization. (Covered areas like SEO, social media management, and campaign optimization.)
- Python for Data Science and AI
- Introduction to Docker
- Explored containerization for software development and deployment.
- RESTful API Design and Development