



Mohamed Amin

Senior Webmaster| Marketing Technology & Ecommerce Expert| DevOps Engineer | AI & Web Infrastructure Specialist.

Info

Residence:

Berlin, Germany

Phone:

+4915231698987

Email:

mohamed.hassankamel.94@gmail.com

[LinkedIn](#) / [GitHub](#)

Skills

- **Frontend:** HTML5, CSS3, JavaScript (ES6+).
- **Backend:** Python, PHP, MySQL, REST APIs.
- **AI/ML:** Scikit-learn, Pandas, K-Means, ALS, analytics dashboards, Audience Segmentation, Predictive Analytics.
- **DevOps/Infra:** GitHub Actions, Jenkins, CI/CD pipelines, Docker, Bash.
- **Cloud & Deployment:** Azure Pipelines, Colab Pipelines, AWS (basics), serverless concepts.
- **Digital Marketing:** SEO/SEM, Email Campaign Automation, Google Ads
- **Collaboration:** Agile, Jira, Git, Cross-team coordination.
- **Tools:** Adobe Commerce (Magento), SEMrush, WordPress, Shopify, Google Analytics, Adobe Photoshop.

Courses

 [Advanced Digital Marketing-Udacity](#)

 [Content Marketing: Newsletters-LinkedIn](#)

 [Email Marketing: Strategy and Optimization-LinkedIn](#)

 [Email and Newsletter Marketing Foundations-LinkedIn](#)

 [Digital Marketing Professional-Udacity](#)

About

M.Eng Computer Science candidate in Berlin with 4+ years of experience designing automated, scalable web systems and analytics platforms — including for ASUS. I specialize in DevOps tooling, CI/CD infrastructure, and AI integration, with deep roots in e-commerce optimization and digital marketing automation.

Previously served as a MarTech and eCommerce specialist, where I combined full-stack development with marketing automation, SEO, and predictive analytics to deliver high-impact customer experiences. I'm passionate about using data and DevOps principles to streamline development, personalize services, and scale infrastructure efficiently.

Skilled at working cross-functionally across development, marketing, and sales teams, I bring a proven track record of clean code delivery, system reliability, and continuous improvement in fast-paced environments.

Experience



>> Webmaster & Ecommerce Specialist

ASUS | Computer & Electronics | Cairo | (Nov 2020 – Aug 2023)

ASUS and ROG Egypt webmaster: "Both English & Arabic websites"

Programming tools:

- o HTML, CSS, JavaScript, PHP and My SQL.
- o SEO(By using H-Tags).

• Responsibilities:

- o Responsible for content, specification, overview, where to buy, videos and reviews.
- o Responsible for E-Shop and E-commerce in Egypt's websites.
- o Experience in Magento e-commerce platform.
- o Designed and optimized **conversion-focused landing pages** for product launches.
- o Creation of Web Banners and EDM by using Adobe Photoshop and Illustrator.
- o Developed **automated email marketing workflows**, leading to the highest **CTR (click-through rate) in EMEA**.

• Dealing with Digital marketing team for:

- o SEO(SEMrush), Event, Campaigns, and product's Launch.
- o Managed **SEO strategy**, increasing **organic traffic and engagement**.

• Cooperating with sales team to:

- o Integrated **AI-powered analytics dashboards** using **Google Analytics and FlixMedia** to track user interactions.

>> Web Developer














Perfect Touch Events | Various Projects | Cairo | (Nov 2019 – Oct 2020)

- Experiences using HTML, CSS, PHP, MySQL, WordPress and tasks using JavaScript.

>> Web Developer

Gorgov DM Agency| Advertising Services | Cairo | (Nov 2018 – Oct 2019)

- Experiences using WordPress and tasks using JavaScript.

-  [Google Analytics for Beginners](#)
-  [Advanced Google Analytics](#)
-  [Google Analytics for Power Users](#)
-  [Getting Started With Google Analytics 360](#)
-  [Introduction to Data Studio](#)
-  [Google Tag Manager Fundamentals](#)
-  [Advanced CSS Media Queries - LinkedIn](#)
-  [Digital Transformation - LinkedIn](#)
-  [Ecommerce Fundamentals - LinkedIn](#)
-  [Building Customer Loyalty - LinkedIn](#)
-  [SEO: Ecommerce Strategies - LinkedIn](#)
-  [Magento Community Edition 2 Essential Training - LinkedIn](#)
-  [Marketing Foundations: Ecommerce](#)

Languages

- **Arabic**
Native or Bilingual Proficiency
- **English**
Full Professional Proficiency
- **Germany & French**
Elementary Proficiency

>> GIS Specialist

Hassan Allam Tech Mobilization & Statistics | Cairo | (Jan 2018 – May 2018)

- Took satellite pictures and redrew it using ARC GIS, adding information points.

Education

GISMA University of Applied Science

>> (09/2023 – 03/2025)

Master of Engineering in Computer Science, GISMA University of Applied Sciences
Berlin-Germany

Thesis: AI-Driven Personalization & Customer Behavior in E-commerce

Key Focus Areas: Artificial Intelligence, Machine Learning, Advanced Web Development, Data Structures, Cloud Computing, Software Engineering

- Engaged in advanced coursework on AI-driven web applications, machine learning algorithms, and cloud-based solutions.
- Collaborated on projects involving predictive analytics, natural language processing (NLP), and scalable web architectures.
- Developed a strong foundation in software engineering principles, including Agile methodologies and DevOps practices.
- Participated in hackathons and coding challenges to solve real-world problems using cutting-edge technologies.
- Developed collaborative filtering and clustering models using Python and machine learning techniques.
- Delivered actionable insights on user segmentation (e.g., cart abandoners, buyers) for personalized marketing.

Harvard University

>> CS50's Web Programming with Python and JavaScript. (2022)

Ain Shams University

>> Bachelor's degree, Geographic information system. (09/2013 – 07/2017)

Projects

AI-Powered E-commerce Targeting System.

- **Technologies:** Python, Scikit-learn, Pandas, Flask, K-Means, ALS, Cosine Similarity
- Created a full-stack application combining recommendation and segmentation pipelines.
- Applied collaborative filtering (ALS & User-Nearest Neighbors) to personalize product suggestions.
- Performed customer clustering to identify behavior patterns and tailor marketing strategies.
- Integrated ethical considerations like fairness, transparency, and GDPR compliance.
- **GitHub:** <https://github.com/MHKamel/ecommerce-targeting-system>

Trade in European Countries – Data Visualization Web Application.

- **Technologies:** Python, Flask, HTML, CSS, Bootstrap, JQuery, Chart.js
- **Description:** Developed an interactive data visualization web application for analyzing import/export trends in European countries
- **GitHub:** <https://github.com/MHKamel/govtech>

Carbon Footprint Monitoring Tool.

- **Technologies:** Python, Flask, SQLAlchemy, Bootstrap, Chart.js
- **Description:** Designed and implemented a web-based carbon footprint tracking application
- **GitHub:** https://github.com/MHKamel/carbon_footprint

Machine Learning-Based Predictive Analysis.

- **Technologies:** Python, Jupyter Notebook, Scikit-learn, Pandas, NumPy
- **Description:** Developed a machine learning model for predictive analytics.
- **GitHub:** <https://github.com/MHKamel/Machine-Learning-Based-Predictive-Analysis>