Mohamed Amin

Engineer | Full-Stack Developer (Python / Flask / JS) | AI & Machine Learning | Martech & Ecommerce Expert

Info

Residence:
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LinkedIn / **GitHub**

Skills

- Frontend: HTML5, CSS3, JavaScript (ES6+), Bootstrap, jQuery

- Backend: Python (Flask), PHP, MySQL, SQL Alchemy

- DevOps & Tools: Git, GitHub, JIRA, Agile (Scrum)

- AI/ML: Scikit-learn, Pandas, NumPy, Jupyter, K-Means, ALS

- CI/CD: GitHub Actions, GitLab CI, Jenkins (basic)

- Cloud: AWS (basic), Google Cloud (basic)

- Visualization: Chart.js, Adobe Photoshop

- Documentation: Markdown, Confluence, UML Diagrams

- Key Topics: Machine Learning, DevOps, Web Architecture, Agile Practices

- AI Assistant Chatbot – Built a Flask-based chatbot integrating NLP to support dynamic product Q&A

- Implemented secure form processing, reduced bugs by 30% through unit testing.

About

MarTech Specialist | E-commerce & Digital Marketing Expert

I'm a Marketing Technology (MarTech) Specialist with a strong background in e-commerce, web development, and digital marketing automation. With 4+ years of experience, I have successfully built and optimized scalable web solutions for global brands like ASUS & ROG.
• My expertise spans across:
☑ Marketing Automation: Experience with email marketing campaigns and customer journey optimization.
☑ E-commerce Development & Optimization – Proficient in Adobe Commerce (Magento), WordPress, and Shopify, delivering seamless digital shopping experiences.
☑ SEO & Analytics – Skilled in Google Analytics, SEMrush, and AI-driven analytics dashboards to drive customer engagement.
☑ Data & AI-Driven Marketing – Applied predictive analytics and audience segmentation to optimize digital strategies.

I am passionate about leveraging technology and data to enhance customer experience, optimize marketing funnels, and increase ROI. Always open to discussing MarTech innovations, AI in marketing, and e-commerce strategies.

Experience

>> Software Engineer

Technische Universität Berlin | Freelance | Berlin, Germany | (Nov 2023)
• Designed, developed, and launched the official conference website, enhancing project visibility.
• Provided ongoing technical support, ensuring timely updates and reliable functionality for users. • Collaborated with international partners to address urban governance issues, facilitating effective communication.

>> E-Commerce & MarTech Software Engineer

ASUS | Computer & Electronics | Cairo | (Nov 2020 – Aug 2023)
Managed both English & Arabic ASUS / ROG Egypt websites and led end-to-end technical development and automation.
• Engineered and maintained dual-language e-commerce platforms (English & Arabic) using HTML, CSS, JavaScript, PHP, MySQL, and Magento.
• Developed and optimized conversion-focused landing pages for product launches, increasing click-through rates by 45% and boosting lead generation.
• Built automated email marketing workflows and analytics integrations using Flask microservices, Google Analytics, FlixMedia, and SEMrush, achieving the highest CTR in the EMEA region.
• Implemented comprehensive SEO strategies (H-Tags, structured data) in collaboration with the digital marketing team, resulting in a 35% growth in organic traffic and higher user engagement.
• Integrated AI-powered analytics dashboards with Google Analytics APIs to visualize user behavior, sales metrics, and campaign performance.
• Automated content updates and e-shop synchronization via RESTful APIs, reducing manual data entry by 40% and improving operational efficiency.
• Cooperated cross-functionally with sales and marketing teams to align technical development with business goals and product launches.
• Designed banners, EDMs, and campaign assets using Adobe Photoshop and Illustrator, ensuring brand consistency and high conversion design.

Courses

Languages

- **English**
  Full Professional Proficiency

- **Germany & French**
  Elementary Proficiency

- **Arabic**
  Native or Bilingual Proficiency

>> Web Developer

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

- Built and deployed event management web apps using PHP + MySQL.
- Enhanced page performance and responsiveness, reducing load time by 40%

>> Web Developer

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

- Delivered branded digital microsites for advertising campaigns

>> 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 – 06/2025)

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 applicatio
- **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