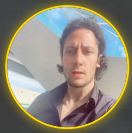


# Mohamed Abdelrazek

Athlete’s discipline. Engineering mindset. Lifelong learner. Shaped by global, multicultural experiences.



## Skills

- ★ Digital Marketing & E-Commerce
- ★ SEO & SEM
- ★ Python (Debugging, Automation, Pandas, NumPy, Matplotlib)
- ★ Data Analysis & Visualization (Jupyter Notebook, Google Analytics, Shopify Analytics)
- ★ Statistics & Probability (Hypothesis Testing, Regression, A/B Testing)
- ★ GitHub & Version Control
- ★ Microsoft Suite (Excel, PowerPoint, Word)
- ★ Project Management Tools (Asana, Trello)
- ★ Advertising Platforms (Meta Ads Manager, Google Ads)
- ★ AI Applications in Marketing & Analytics
- ★ Email & CRM Platforms (Mailchimp, HubSpot)
- ★ Creative Tools (Canva, Adobe Creative Cloud)

## Certifications

- ★ Google Digital Marketing & E-Commerce
- ★ Google Advanced Data Analytics
- ★ IBM Digital Marketing and Growth Hacking
- ★ Google IT Automation with Python
- ★ Microsoft Python Development

## Contact

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**Website:**  
Portfolio Website

**Location:**  
Alexandria, Egypt

## Professional Summary

Multidisciplinary professional blending engineering foundations with Python, AI, data analysis, and digital marketing. Resilient and disciplined, with a decade of high-performance experience shaped by professional football. Deeply committed to continuous learning and real-world impact. Currently pursuing certifications to bridge technology with business outcomes.

ArabicNativeEnglishNear NativeGermanB2 – Intermediate

## Professional Experience

### Freelance Digital Marketing Specialist - (Self-Employed) (2023–Present)

- ★ Designed and executed digital campaigns using AI-driven marketing tools (HubSpot, Google Analytics, SEMrush, Meta Ads).
- ★ Managed multi-channel marketing projects including email, social media, SEO, and paid advertising.
- ★ Created performance dashboards and tracked KPIs to optimize ROI and engagement.
- ★ Developed brand strategy and content marketing assets for clients across industries.
- ★ Applied data-driven decision making and A/B testing to maximize campaign effectiveness.

### Engoo - Online Tutor (Part-Time) (2021–Present)

- ★ Delivered personalized lessons to diverse learners; strengthened communication and adaptability.
- ★ Leveraged digital tools to improve outcomes and track progress.
- ★ Maintained high session quality and learner satisfaction across hundreds of lessons.

### Professional Athlete - Football (2011–2022)

- ★ Competed at a high level for over a decade; developed discipline and resilience under pressure.
- ★ Led and collaborated within dynamic teams; honed leadership and teamwork.
- ★ Transferred performance mindset to technology learning and delivery.

## Education

### Alexandria University - Bachelor’s Degree in Engineering Studies (Incomplete)

- ★ Completed 4 years, 48 rigorous courses; degree not finalized.
- ★ Focus areas: Systems Thinking, Analytical Methods, Problem-Solving.
- ★ Applied engineering discipline to software development workflows.

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