

# Mohamed Adel Attia

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Location: Kafr ElSheikh, Egypt

## Skills

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### Website management and design:

- +4 years of experience in website optimization, SEO enhancement, content creation, and managing web hosting and domains.
- Domain and Private Email Reservation | Website Creation and Domain Linking |
- Strong background in SEO, including search engine archiving, SEO compliance, and content optimization.
- Experience in creating user interfaces, improving user experience (UX), and managing domains and email reservations.
- Tools: Photoshop, Figma, Adobe XD.

### E-business management:

- Skilled in managing email correspondence, CRM systems, and business communication.
- Expertise in project management software such as Asana, Trello, and Jira.
- Strong decision-making and organizational skills, with the ability to lead and coordinate teams.
- Ability to innovate and create solutions for advancing corporate goals.

### Social Media Marketing:

- 4+ years of experience in managing and optimizing social media platforms such as Facebook, Instagram, Tiktok, and Twitter.
- Proficient in creating viral content and increasing audience engagement.
- Experienced in paid advertising strategies, including ad budget management and ROI optimization.
- Tools: Google Analytics, SEMrush, Moz, Ahrefs.

## Education

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- Bachelor's Degree in Management Information Systems
- University: El Sherif Academy
- Graduation Year: 2022
- Grade: Good

## Experience

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### Freelance Website Manager & Digital Marketing Specialist:

- Self-employed – (2021 - Present)
- Designed and managed websites using WordPress, Joomla, Drupal, and Shopify.
- Improved website SEO, increasing traffic by 40%.
- Created SEO-compliant content and optimized website performance and loading speeds.
- Developed e-commerce solutions for clients using WooCommerce and Shopify.
- Created social media campaigns that increased audience reach by 30%.

### Freelance Social Media Manager:

- Self-employed – (2021 - Present)
- Developed and launched viral marketing strategies, boosting engagement by 25%.
- Managed advertising budgets, achieving an average conversion rate of 8%.
- Conducted detailed analytics to refine campaigns and deliver better results.

## Certificates

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- Mobile Development using Flutter, AMIT (2024)
- Digital marketing, Google (2022)
- MOS Course, Microsoft (2022)

## Additional Information

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### Languages:

- Arabic (Native)
- English (Good)

### Technical Skills:

- Design Tools: Photoshop, Figma, Adobe XD
- SEO Tools: Google Analytics, SEMrush, Moz, Ahrefs
- Project Management Tools: Asana, Trello, Jira
- Web Development: HTML, CSS, Dart (Flutter)