

# AHMED EHAB ALI



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## SUMMARY

Ambitious marketing and media production specialist. Successfully launched and grew my own media and marketing agency, leading strategy development, content creation, and digital campaigns.

## WORK EXPERIENCE

### Freelance Marketing & Media Producer

Aug 2024 - Present

- Managed end-to-end media production, from client consultation to final delivery.
- Analyzed client needs, defined target audiences, and developed engagement strategies.
- Created tailored content for specific audience segments, including videography, video editing, and social media management.

### Co-Founder & Multi-role Specialist

Aug 2023 - July 2024

#### HYPE Agency (Marketing and Media Production Agency) | EGYPT

- Managed daily operations, client communications, and service delivery as Manager.
- Achieved rapid growth, generating 120,000 LE in revenue by the fourth month of operation.
- Achieved a 400% growth rate by increasing the client base from 3 to 15, by implementing effective marketing strategies and delivering high-quality services.
- Produced and edited high-quality video content, working as both Videographer and Video Editor for client projects.

### Accountant

June 2023 - Aug 2023

Bulld Tech Company | New Administrative Capital | EGYPT

## PROJECTS

### Media Production Projects 🔗

- Created, filmed, and edited a variety of video projects, including promotional content.

### Shoryan | Blood Transfer Management System & Website (Team Project)

- Developed an integrated system connecting a hospital and blood banks to facilitate real-time blood requests.
- Enabled hospitals to easily request any blood type from the nearest blood bank branch at any time, improving response efficiency.

### Muscle Me | Fitness Program (Team Project)

- Collaborated on a fitness program developed in C# that collects user information to create customized nutrition plans based on individual goals.

### Production Cycle Control System (Self-Initiated Project) 🔗

- Developed a system to manage, control, and track the production cycle in cloths factory.

### COVID-19 Data Dashboard (Self-Initiated Project) 🔗

- Collected data from the Egyptian Ministry of Health on COVID-19 statistics.
- Created an Excel dashboard to visualize trends and developments for website integration.

### NASA Space Apps Challenge Projects (Team Project) 🔗

- Research Paper on SAR Radar: Explored applications of Synthetic Aperture Radar (SAR) in space technology.
- Animated Video on SAR: Created an animated video to explain SAR principles and enhance public understanding.

## EDUCATION

### Bachelor of Business Information Systems

Sep 2020 - June 2024

Faculty of Commerce (BIS), Tanta University, EGYPT

GPA: 3.35/4

## SKILLS

- Proficient in Microsoft Excel, Word, and PowerPoint.
- Skilled in HTML, CSS, and JavaScript for web development.
- Experienced in digital marketing, including social media and SEO.
- Fast typing speed of 50 words per minute.

## LANGUAGES

- Arabic:** Mother tongue
- English:** Upper-Intermediate proficiency

## CERTIFICATES

- Principles of Digital Marketing (Google) 🔗
- Employability Skills Track (AUC) 🔗
- Galactic Problem Solver (NASA) 🔗

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