
Mostafa Emad El Din Abdullah Ahmed

Sixth of October

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OBJECTIVE

Seeking a Junior Data Analyst role where I can leverage my experience in social media performance analysis, including creating detailed reports on page engagement and campaign effectiveness. Proficient in Python, SQL, and Power BI, with a strong ability to transform and visualize data to support data-driven decision-making.

EXPERIENCE

- 1/10/2023
-
30/11/2023

 - **Iklane Advertising**
Media buyer (internship)
 1. Planning, execution, and optimization of advertising campaigns across various media channels
 2. Support the team in negotiating and purchasing media space from various vendors and media outlets
 3. Coordinate with media vendors, creative teams, and clients to ensure timely and accurate campaign execution
 4. Build and maintain relationships with media vendors
- 1/5/2023
-
1/8/2023

 - **Amaj digital solutions**
Social media Manager (Team leader)
 - 1-Shared and published content in various forms, including text, images, and videos.
 - 2-Led and handled the team responsible for content creation and strategy.
 - 3-Developed strategies to increase followers, oversee social campaigns, review analytics, and communicate with stakeholders.
 - 4-Supervised and controlled the content published on various platforms.
 - 5-Conducted continuous research to identify competing companies and improve market positioning.
- 4/9/2022
-
22/9/2022

 - **Arab Contractors**
Financial management (Internship)
 - 1-Gained hands-on experience in financial accounting principles.
 - 2-Analyzed financial statements and reports to extract insights and support decision-making.
 - 3-Applied financial analysis tools and methods to evaluate investment and financing decisions.
 - 4-Learned tools and methods for financial planning and the preparation of expected financial statements.
- 15/10/2020
-
31/3/2022

 - **AKQA**
Social media marketing specialist
 - 1-Engaged in direct communication with customers and social media users, responding to inquiries and comments.
 - 2-Managed banned user processes and tracked previously banned users.
 - 3-Produced detailed reports showcasing client reactions, interactions, engagement rates, and reach on Facebook and Instagram, including live coverage analytics.
 - 4-Collaborated with content, design, and publishing teams to ensure the delivery of attractive and valuable content.
 - 5-Handled community admin accounts, processed emails and complaints, and escalated issues when necessary.

Worked with renowned brands such as Meeza, Mazda, GWM, Temmy's, Lion, Corona, Sunshine, Roya, Tang, Haval, Brunch, Mandolin, and Clorets.

EDUCATION

2023	<ul style="list-style-type: none"> • Cairo university faculty of commerce Investment and Finance 2.94
13/7/2020	<ul style="list-style-type: none"> • Google Digital marketing basics 80%
31/9/2020	<ul style="list-style-type: none"> • Bank Misr Entrepreneur Program
2/10/2020	<ul style="list-style-type: none"> • Cairo Center for Human Resources Development Leader ships
20/11/2021	<ul style="list-style-type: none"> • The central Agency for Organization & Adminstration Stock Market & stock Exchange Program Excellent

SKILLS
<ul style="list-style-type: none"> • Microsoft office • Programming: Python (Numpy, Pandas, Matplotlib, Seaborn, Missigno). • Databases: SQL (DDL, DML, DCL, TCL, DQL). • Data Visualization Tools: Power BI (Data Transformation, Visualization). • Data Analysis: Cleaning, analyzing, and interpreting data to support business decisions.

PROJECTS
<ul style="list-style-type: none"> • Football Data Analysis Project Conducted an in-depth analysis of football players' physical and technical performance using Python. Created comparative insights to assess players' market value and recommend decisions (sell, buy, start, substitute). Built interactive Power BI dashboards to visualize key metrics and support decision-making.

LANGUAGES
<ul style="list-style-type: none"> • Arabic (Mother tongue) • English (advance)

PERSONAL DETAILS
<ul style="list-style-type: none"> • Date of Birth : 12/11/2000 • Marital Status : Single • Nationality : Egyptian • Military service : Exempt