

Curriculum Vitae

Personal Information:

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Academic Education:

- Master of Business Administration (MBA) – Specialization: Business Administration – Distinction – from the Arab Academy for Financial and Banking Sciences, 2022
 - Bachelor of Fine Arts (Decoration) – Class of 2004
 - South Valley University – Faculty of Fine Arts
 - Overall Grade: Very Good with Honors – Graduation Project: Distinction – Second in Class
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Professional Summary:

• Data Analyst with strong experience in transforming data into actionable insights that support decision-making and improve organizational performance. I have over 17 years of professional experience in government administration, media, and corporate communications, with a current focus on data analysis, interactive reporting, and building dashboards to support various leadership and departmental teams.

Services I Offer (Freelance Services)

- Data Analysis and Insights to Support Decision Making
 - Designing Interactive Dashboards Using Power BI
 - Analyzing Sales, Performance, and KPI Data
 - Data Cleaning and Processing Using Excel and Power Query
 - Writing SQL Queries and Extracting Data
 - Preparing Executive Reports for Senior Management
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Technical Skills

- Excel (Advanced – Pivot Tables, Power Pivot, Formulas)
 - Power BI (Data Modeling, DAX, Dashboards)
 - Power Query (Data Cleaning & Transformation)
 - SQL (Filtering, Joins, Aggregations)
 - Data Visualization & KPI Tracking
 - Data-Driven Decision Making
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Related Professional Experience

Freelance Data Analyst. 2024 - Present

- Analyzing over 15 management and operational datasets to support performance improvement
- Designing 6 KPI dashboards to track key performance indicators
- Reducing Reporting time reduced by 30% through automated analysis
- Transformed raw data comprising over 50,000 records into clear reports for decision-makers

Director of the Graduate Employment Program – Luxor Governorate. July 2025 – Present

- Analyzed employment and training data for over 3,000 beneficiaries to support program efficiency improvements
- Prepared periodic performance reports that contributed to a 20% increase in service efficiency
- Monitored and analyzed 10 Key Performance Indicators (KPIs) to measure the effectiveness of employment and training programs
- Created databases for graduate beneficiaries, university students, and artisans
- Implemented and analyzed the results of 6 training courses to measure impact and improve content

Director of the General Administration of Press and Media – Luxor Governorate General Office. July 2024 – July 2025

- Managed and analyzed the performance of the official Facebook page only (no paid ads)
- Analyzed engagement and reach data for over 85,000 followers
- Achieved organic growth of over 13,000 followers in one year (0 Paid Ads)
- Prepared impact measurement reports that contributed to increasing the engagement rate 25%
- Analyzing key performance indicators (Reach, Engagement, Growth Rate) to optimize content and publication timing.
- Using and analyzing hashtags based on performance data, resulting in increased reach and organic engagement.

Head of the Editorial Department, General Directorate of Press and Media, from November 21, 2017, to 2024.

- Drafting and preparing over 1,000 official press releases for various entities and audiences.
- Leading a 5-member editorial team to cover major conferences and events.

- Coordinating and editing media content based on official data and government statistics.
 - Simplifying complex information and figures and transforming them into clear media messages.
 - **Worked as an employee in the General Directorate of Press and Media, Luxor Governorate, 2010-2017.**
 - **Worked at the Luxor Public Library as a "Culturama Presenter," 2006-2010.**
 - **Worked as a receptionist at the Sonesta St. George Hotel, Luxor. 2004 - 2006**
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Courses and Certifications (Data Analysis Field)

- Comprehensive Diploma in Data Analysis
(Excel – Power BI – Data Analysis – Data-Driven Decision Making)
 - Excel for Data Analysis
 - Power BI for Data Analysis
 - SQL Fundamentals
 - AI & Generative AI for Business
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Languages

- English: Very Good (Reading – Writing – Speaking)
 - German: Beginner (A1)
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Strengths

- Analytical thinking and problem-solving
- Simplifying complex data

- Effective communication with non-specialists
- Leadership experience and a deep understanding of organizational needs