

United Arab Emirates
Mobile: +971589306870
Email: M7hegazy@gmail.com
: CTO@avisinagroup.com



MOHAMED HEGAZI

DIGITAL MEDIA AND ANALYTICS EXECUTIVE

SUMMARY

Task based engineer once I get a task I go deeper to find an ideal solution fits that task. Passionate about Digital Media and Data science. Always love my work enjoying every minute of what I am doing.

EDUCATION

Professional Diploma in Data science and Big Data analytics, Nile University, January 2017.
B.Sc. Computer Science and Statistics, Mansoura University, October 2015.

SERVICES, ACTIVITIES AND EXPERIENCE

Digital Media and Analytics Consultant, Dubai, October 2015 – Present

Providing Digital media marketing plans and campaigns. Online survey analysis and design. Market research services for companies and individuals using effective metrics and dimensions, help them strengthen their SMO, SMM, SEO, and SEM performance then analyze results and report solutions.

AvisinaGroup | CO Founder & CTO November, Cairo, 2015 – September 2017

Identifying opportunities and risks for the business. Mentoring research and development (R&D). Dealing with customers analyzing their business requirements then design it's system and then orchestrate the technical team during all the project life cycle thus report project status through visualized reports. Managing the company's technical projects and track the company's website and other different digital media channels.

Hona Alkahera | Web analyst, Cairo, January 2016 – March 2016

Website analyzing, developing, and editing data and also measuring the daily brand health through different social media channels. Design dashboards to help team control the data flow and automatically report this data through custom reports.

dubizzle.com | Marketing specialist, Cairo, July 2013 – August 2013

Participating in different online and offline campaigns, promoting the company idea, enhancing people's awareness to add ads and how to best use it.

TechStack Team Founder, December 2012 – August 2015

Technical team aims to mentor students for self-study, helping them to use their technical skills building different web and desktop applications, in addition organizing free events and workshops.

SKILLS

- Web and Digital analytics: Google analytics, and Hoot suite and R, Python, Hive, Impala, Hue, MapReduce and Spark for analytics.
- Programming skills: Java, C#, and wide web development background.
- System analysis skills: Use Cases, Requirements Lists, Flowcharts, Prototypes and DFDs.
- Project management, communication, and presentational skills.

CERTIFICATES AND LICENCES

- Dubai Driving Licence.
- **IELTS** Certified "International English Language Testing System".
- MCPD "Microsoft Certified Professional Developer", issued by New Horizons, Egypt.
- Marketing and Digital media marketing Certified.

AWARDS

Internship, Digital Participation Camp 2015, Münster, Germany, July 2015.



www.linkedin.com/in/m7hegazy