Contact

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Top Skills

English
Business Intelligence (BI)
Automation

Certifications

Applications of Data Science
Data Science Libraries in Python
Data Visualization With Power BI
Business English
Programming Foundations:
Fundamentals

Yehia Ali

Data Analyst | CRM Manager | Power BI Expert | Driving Insights,
Engagement, and Business Growth
Cairo, Egypt

Summary

I am a skilled Data Analyst and CRM Manager with over 8 years of
experience in leveraging customer data to design strategies that
drive engagement, retention, and business growth. My expertise lies
in optimizing CRM systems, conducting advanced data analysis, and
creating interactive dashboards using tools like Power BI, Tableau,
and SQL.

In my career, I've successfully implemented CRM strategies that
enhanced customer satisfaction, streamlined workflows, and
delivered actionable insights through detailed reporting and data
visualization. Whether it's developing customer segmentation models
or automating CRM workflows, I combine technical expertise with
strategic thinking to deliver tailored solutions that meet business
objectives.

As both a technical expert and a strategic thinker, I focus on helping
businesses harness the power of data to make informed decisions
and achieve measurable results. Let's work together to turn your
data into a competitive advantage!

Experience

almentor
5 years 2 months

CRM and Analytics Manager
April 2024 - Present (1 year 7 months)
Cairo, Egypt

Develop and implement CRM strategies to enhance customer engagement,
retention, and loyalty.

Manage and optimize the CRM system, ensuring data accuracy and integrity.

Analyze customer data to identify trends, patterns, and insights to inform
business decisions.

Create and maintain customer segmentation models to target specific
customer groups effectively.

Collaborate with marketing and sales teams to design and execute personalized marketing campaigns.
Monitor and report on key CRM metrics, providing actionable recommendations to improve performance.
Develop and implement A/B testing and other experimentation methods to optimize CRM strategies.
Ensure compliance with data protection regulations and best practices.

Growth Specialist
June 2023 - May 2024 (1 year)
Cairo, Egypt

Develop and implement CRM strategies to enhance customer engagement, retention, and loyalty.
Manage and optimize the CRM system, ensuring data accuracy and integrity.
Analyze customer data to identify trends, patterns, and insights to inform business decisions.
Create and maintain customer segmentation models to target specific customer groups effectively.
Collaborate with marketing and sales teams to design and execute personalized marketing campaigns.
Monitor and report on key CRM metrics, providing actionable recommendations to improve performance.
Develop and implement A/B testing and other experimentation methods to optimize CRM strategies.
Ensure compliance with data protection regulations and best practices.

Projects Business Applications and Reporting Supervisor
September 2022 - June 2023 (10 months)
Egypt

Managing master data, including creation, updates, and deletion..
Provide quality assurance of imported data, working with quality assurance analysts if necessary.
Helping develop reports and analysis.
Managing and designing the reporting environment, including data sources.
Assessing tests and implementing new or upgraded software.
Generating reports from single or multiple systems.
Troubleshooting the reporting database environment and reports.
Evaluating changes and updates to source production systems.
Build and upload the recorded educational videos of different specific existing projects and on mentor.net platform

Collaborate with project managers, products & technology team to customize and configure project components.
Interact with clients and develop subject matter expertise in specific platform components
Work with technology team to create specs and new features in the assigned business application and project
Handle the third level support to users and clients, including training when needed
Support client with users' data analysis and generate learners' reports.
Handles the quality, timeliness, and delivery of all client project requirements on the platform.

Senior Business Applications & Reporting Specialist
January 2022 - September 2022 (9 months)
Cairo, Egypt

In my role as a Project Specialist at almentor.net, I am responsible for managing and delivering high-quality educational content and providing comprehensive support for our platform and clients:

Content Development & Management: I build and upload recorded educational videos for various specific projects on the almentor.net platform, ensuring that content is accessible and meets the required standards.

Collaboration & Customization: I work closely with project managers, product teams, and the technology team to customize and configure project components, ensuring that they align with client needs and project goals.

Client Interaction & Expertise Development: I interact directly with clients, developing subject matter expertise in specific platform components to provide tailored support and solutions.

Feature Development & Specifications: I collaborate with the technology team to create specifications and develop new features within the assigned business applications and projects, enhancing the overall functionality and user experience.

Support & Training: I handle third-level support for users and clients, including providing training when necessary to ensure effective use of the platform.

Data Analysis & Reporting: I support other departments by analyzing user data and generating comprehensive learner reports, offering insights to help drive educational outcomes.

Project Delivery & Quality Assurance: I oversee the quality, timeliness, and delivery of all client project requirements on the platform, ensuring that all aspects meet the highest standards.

Risk Management: I identify risks within the project scope, formulate recommended courses of action, communicate these to the project manager, and work proactively towards resolution.

Digital support support.
September 2020 - January 2022 (1 year 5 months)
Cairo, Egypt

Customer Support & Interaction: I deliver top-tier customer service through effective troubleshooting and technical support, manage day-to-day operations, and support customers across multiple channels. I ensure all pending cases are followed up daily, escalating issues related to complaints, technicalities, marketing, sales, and partnerships to the relevant departments as needed.

Automation, Workflow, & Analysis: I design and implement Zendesk automation and workflows that align with our business operations. Additionally, I create KPIs for customer support to measure and enhance performance, conduct customer support analysis to identify trends, and drive continuous improvement.

Quality System Development: I developed a comprehensive quality system to ensure consistency and excellence in our customer service delivery. This system helps monitor service standards, identify areas for improvement, and maintain high levels of customer satisfaction.

Content Creation & Feedback: I regularly create and update Help Center content to ensure our customers have access to the most relevant information. I also gather and analyze customer feedback on a weekly and monthly basis to inform strategic decisions and enhance our service offerings.

General Responsibilities: I support the Customer Experience Manager by performing various tasks as assigned, contributing to the overall efficiency and effectiveness of our customer service operations.

Majorel
3 years 5 months

Senior Subject Matter Expert
October 2018 - September 2020 (2 years)
Cairo Governorate, Egypt

Uber Voice Account.

Assisting Team leaders with their tasks.

Managing actions planes

Analysis the main figures for Voice account (FCR , AHT , CSAT,etc)

Handling escalations hard calls.

Answering questions and facilitated solutions in a stressed call centre environment.

Supporting Nesting and Production CSRs in parallel during and after launching phase.
Creating revamped training plan for the LOB to cover the floor knowledge gaps.
Prepared and arranged briefings to tackle the CSRs' challenging points on the spot and to enhance their QA numbers.
Deep knowledge base analysis to track It's updates in high dynamic knowledge account.
Managing omnichannel-like knowledge resources and references.
Flagging the resources confusions and missing parts and its impact to the client.

Subject Matter Expert
May 2017 - October 2018 (1 year 6 months)

Uber Backoffice Account

Answered questions and facilitated solutions in a stressed back office environment.

Supported Nesting and Production CSRs in parallel during and after launching phase.

Created revamped training plan for the LOB to cover the floor knowledge gaps.

Prepared and arranged briefings to tackle the CSRs' challenging points on the spot and to enhance their QA numbers.

Deep knowledge base analysis to track It's updates in high dynamic knowledge account.

Managing omnichannel-like knowledge resources and references.

Flagging the resources confusions and missing parts and its impact to the client.

Oryx leather Co.
Manager of Sales
August 2012 - August 2015 (3 years 1 month)
Egypt

Manage branch staff,send daily weekly monthly reports, set events,and calibrate with clients

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Education

Tanta University
Licentiate degree, English Language and Literature/Letters · (2011 - 2015)