

# ALAA SALHANI

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## SUMMARY

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Highly motivated MIS graduate with a proven ability to bridge technology and business objectives, delivering data-driven insights and user-centric digital solutions. Skilled in full-stack web development, comprehensive data analysis, and strategic business intelligence, I am passionate about leveraging technical expertise to drive measurable success and enhance user experience.

## EDUCATION

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**Istanbul Bilgi University – Istanbul, Türkiye**

**2020 – 2025**

Bachelor of Science in Management Information Systems (MIS)

*Relevant Coursework:* Database Management Systems, Web Development, Business Analytics, Project Management  
*GPA:* 2.5/4.0

**Science and Technology University – Riyadh, Saudi Arabia**

**2016 – 2019**

Bachelor of Business Administration (BBA)

*GPA:* 3.2/4.0

## INTERNSHIP&TRAINING

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**Frontend Development & Web Analytics Intern | Emisa Group |**

**Jan– May 2025**

- Optimized user engagement by analyzing Google Analytics data, identifying key behavior trends, and implementing content optimizations that increased session duration by 10-15% and significantly improved on-site engagement.
- Enhanced mobile user experience by identifying critical drop-off points in the user journey and proposing data-backed UX/UI changes that improved mobile navigation and responsiveness.
- Drove strategic content and UX improvements by generating and presenting comprehensive weekly performance reports to the team, facilitating data-driven prioritization.

**Frontend Development Intern | Scramble bit |**

**Oct – Dec 2023**

- Led the design, development, and successful launch of a fully functional e-commerce website using HTML, CSS, JavaScript, jQuery, and Bootstrap, delivering a complete solution to the client.
- Ensured code integrity and collaborative efficiency by applying Git and GitHub for version control, facilitating seamless team collaboration on feature development.
- Managed end-to-end project lifecycle, from initial client communication and detailed project planning to timely delivery, ensuring all requirements were met.
- Contributed to agile development cycles, actively participating in sprint planning and daily stand-ups to meet rigorous project deadlines for app prototype development.

## PROJECTS

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**Portfolio Website** (<https://alaasalhany.github.io/Portfolio/>)

**April – June 2025**

Developed and launched a responsive personal portfolio website to showcase diverse technical skills and project accomplishments.

- Enhanced user experience through the integration of smooth animations and interactive elements, ensuring intuitive navigation and clear contact options for prospective clients.

#### **IGA Pass Buggy Reservation App & Business Plan (Graduation Project)**

**March 2024 – Jun 2024**

- Spearheaded the improvement of Istanbul Airport's IGA Pass Buggy Reservation system, designing a user-friendly app interface and building a comprehensive performance dashboard.
- Developed a strategic business plan projected to enhance service efficiency by an estimated 15-20% and significantly improve customer satisfaction, presented to faculty.
- Managed cross-functional collaboration within a four-person team, coordinating research, design, and development efforts through weekly meetings to ensure project alignment and successful proposal delivery.

#### **Business Trends Dashboard – Data Analysis with Power BI**

**April – June 2024**

- Resolved critical data integrity issues by expertly cleaning and transforming large, complex datasets using Power Query, ensuring the accuracy of KPI visualizations.
- Established a robust, centralized data model by integrating diverse sources, including Excel sheets and SQL exports, to provide a unified view of business performance.
- Designed and deployed interactive dashboards that effectively visualized key performance indicators (KPIs) such as revenue trends, customer churn, and department efficiency, enabling data-driven decision-making.

#### **E-commerce Web Design Project**

**Nov – Dec 2023**

- Independently designed, developed, and launched a fully functional, responsive e-commerce website utilizing HTML, CSS, JavaScript, jQuery, and Bootstrap

## **TECHNICAL SKILLS & SOFT Skills**

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#### Technical Skills:

- Programming & Web Development: HTML, CSS, JavaScript (jQuery), Bootstrap, PHP, MySQL
- Data Analysis & Business Intelligence: Power BI, Power Query, Excel, Google Analytics, SQL
- Project Management & Methodologies: Agile, Scrum, Git, GitHub

#### Soft Skills:

- Problem-Solving, Critical Thinking, Team Collaboration, Communication, Adaptability, Data-Driven Decision Making.

## **LANGUAGES**

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- Arabic: Native
- English: Fluent
- Turkish: Intermediate