

## AREAS OF EXPERTISE

- Entrepreneurship
- Strategic planning
- Business modeling
- Team leadership
- Training & development
- Project management
- Web design & development
- User experience (UX)
- Relationship management
- Facilitation
- Communication
- Negotiation

## WORK EXPERIENCE

**Unplugged**, Egypt | Digital agency | <http://unpluggedweb.com>

**Board Member** | January 2017 - Present date

- Growing the agency's international presence through forming long-term partnerships with companies abroad.
- Maintaining recurring revenues in foreign currency to overcome the effects of the devaluation of the Egyptian pound.

**Co-Founder & CEO** | July 2013 - December 2016

- Established the agency through self-funding and organically growing the team from 2 to 16 members; maintaining a 12% employee turnover rate which is lower than the market average by over 5%.
- Formulated the strategy that guided the agency in increasing the service portfolio and delivering 126 projects for 70 clients ranging from startups to international companies like Vodafone, AstraZeneca, Lexus and Toyota while maintaining an average of 90% year over year growth in sales.
- Initiated and enhanced internal processes for finance, accounting, HR, sales, project management, design and development which were handed over to the middle management layer that was formed to scale.
- Planned and delivered multiple trainings internally and to Unplugged's clients like Vodafone on various topics like communication, group dynamics and UX.
- Created and managed an internship programs for 31 interns of which 7 were hired by Unplugged.
- Formed a partnership with the German University in Cairo to deliver an elective course on front-end development to 64 graduating students to maintain a pool of skilled candidates.
- Presented sessions about entrepreneurship and web development in universities' career development programs and student clubs like AIESEC to increase Unplugged's brand awareness and attractiveness among potential employees.
- Initiated and launched El Noor Geh (<http://elnoorgeh.com>) platform to support Egyptian consumers in reducing and regulating their electricity consumption.

**Coterique**, Egypt | Fashion ecommerce platform | <https://coterique.com>

**Co-Founder & CTO** | January 2013 - July 2013

- Generated the business and operational models that got the company incubated and seed funded by Flat6Labs Cairo.
- Developed the back-end and front-end of an e-commerce platform that was integrated with our partner stores.

**Vodafone**, Egypt | Telecom company | <https://vodafone.com.eg>

**Global Frontline Support Engineer** | January 2011 - May 2012

- Monitored, analyzed and dispatched requests from ticket system, emails and phone.
- Designed and delivered trainings of all the employees within Infrastructure Service Desk.
- Synchronized the internal training processes with the requirements from Vodafone Group in Germany.

## VOLUNTEER EXPERIENCE

**CISV**, International | Peace education NGO | <http://cisv.org>

**CISV Egypt Board Member & Communication Officer** | <http://eg.cisv.org> | April 2016 - Present date

- Streamlined the application processes by structuring and implementing its transfer to an online platform.
- Executing all offline and online branding activities that boosted CISV Egypt local exposure.
- Governing CISV Egypt while setting, evaluating and improving its strategic direction in monthly board meetings.

**International Active Volunteer** | October 2009 - Present date

- Planned and delivered camps, sessions and workshops to hundreds of participants from over 30 countries.
- Organized educational and fundraising events of varying sizes from 10 to 1000+ attendees.

**Project Heisa Business Development Volunteer** | <http://projectheisa.com> | December 2016 - January 2017

- Generated a business model for our partner NGO after interviewing them and the inhabitants of the island.
- Designed and developed the branding guidelines and a website for the project to increase awareness about Heisa.

## SKILLS

**Tools:** Google Analytics, Excel, PowerPoint, WordPress, Adobe Creative Suite, Sketch

**Technical:** HTML, CSS, JavaScript, Responsive Frameworks, Scrum, Git, SEO

**Languages:** Arabic (Native speaker), English (Fluent)

## EDUCATION

**The German University in Cairo**, Egypt | <http://guc.edu.eg>

Bachelor Degree of Science in Media Engineering and Technology | June 2010

**Major:** Computer Science and Engineering **GPA:** 1.58 (Very Good with Honors)