

WORK EXPERIENCE

TrickleHR, Egypt | Recruitment automation software

- **Product Manager** | June 2017 - July 2018

- Developed and optimized an agile product development workflow and implemented it on Jira Software.
- Roadmapped and prioritized the product features based on the customers' business needs and strategic goals.
- Coordinated between the management and implementation teams while facilitating the continuous delivery process.
- Monitored and analyzed the product usage in the alpha phase through internal dashboards and Google Analytics.

Unplugged, Egypt | Digital agency

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

- Established the agency and progressively grown the team from 2 to 16 members while maintaining a 12% employee turnover rate which is two-thirds the market average.
- Formulated the agency's growth strategy that helped us maintain an average of 90% annual growth in sales and delivering 126 projects for 70 clients including companies like Vodafone, AstraZeneca, Lexus, and Toyota.
- Initiated long-term partnerships with companies abroad to maintain recurring revenues in foreign currency to overcome the effects of the devaluation of the Egyptian pound.
- Constructed 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 help in scaling.
- Planned and delivered internal and external training sessions on topics like communication, group dynamics, and UX.
- Created and managed 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 entrepreneurship sessions in universities and student clubs to draw the interest of potential employees.
- Introduced El Noor Geh platform to support Egyptian consumers in reducing and regulating electricity consumption.

Coterique, Egypt | Fashion e-commerce platform

- **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 the partners' stores.

Vodafone, Egypt | Telecommunications company

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

- Monitored, analyzed and dispatched requests through ticketing systems, emails, and phones.
- Designed and delivered training sessions for all the employees within the Infrastructure Service Desk team.
- Synchronized the internal training processes with the requirements from Vodafone Group in Germany.

VOLUNTEER EXPERIENCE

CISV, International | Peace education NGO

- **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.

- **CISV Egypt Board Member & Communication Officer** | April 2016 - April 2017

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

- **Project Heisa Business Development Volunteer** | December 2016 - January 2017

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

SKILLS

Tools: Excel, Google Analytics, Jira Software, PowerPoint, WordPress, Adobe Photoshop, Adobe Illustrator

Technical: Python for Data Science, HTML, CSS, JavaScript, Responsive Frameworks, Scrum, SEO, A/B Testing, Git

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

EDUCATION

The German University in Cairo, Egypt | Bachelor Degree of Science in Media Engineering and Technology

Major: Computer Science and Engineering

GPA: 1.58 (Very Good with Honors)

Graduation: June 2010