

Mohamed Ashraf

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SUMMARY

Who Am I?

Data Engineer with over 8 years experience with a strong background in designing, developing, and deploying data-driven solutions. Proficient in ETL processes using SSIS, data modeling and analytics with SSAS, and report development with SSRS. Skilled in creating interactive dashboards and visualizations using (Tableau-Power BI - Microstrategy) to support business decision-making. Demonstrated ability to work collaboratively in dynamic environments, ensuring the delivery of high-quality, scalable, and efficient data solutions.

EXPERIENCE

Data Governance Consultant (NDMO Framework) – SFDA (Outsource)

Comprehensive Technology Company

February 2024 – Present

- Managed **metadata, mapping, and business glossary** using *Erwin Data Intelligence* to support data governance.
- Built and executed **data quality processes** ensuring accuracy and consistency across sources.
- Documented **data mapping and lineage** to ensure full traceability.
- Standardized **business glossaries** with cross-functional teams.
- Conducted **data profiling and validation**, resolving quality issues.
- Designed and implemented **ETL workflows** to centralize data.
- Optimized **data models and databases** for better performance.
- Analyzed requirements and delivered **insights for decision-making**.
- Provided **training and knowledge sharing** sessions to enhance data governance awareness across teams.
- Implemented **NDMO-aligned Data Governance framework** within SFDA, ensuring compliance with national standards and regulations.
- Defined **Data Ownership and Stewardship models** for SFDA data assets, enhancing accountability and governance maturity.
- Built automated **data quality validation and completeness checks** embedded in ADF ingestion workflows.
- Supported SFDA in establishing **data classification, retention, and security policies** consistent with NDMO standards.
- Developed **metadata documentation and data dictionaries** for SFDA datasets to standardize definitions across business units.

Data Management Consultant

Jadara Solutions

November 2022 – February 2024, Saudi Arabia, Riyadh

- **HRDF (Outsource):** Created **SSIS packages** to load data from Excel files into **SQL Server**.
- Designed, developed, and deployed reports in **MS SQL Server** environment using **SSRS**.
- Generated **sub-reports, conditional, drilldown, drill-through, and parameterized reports** using SSRS.
- Created reports to retrieve data using **stored procedures with parameters**.
- Scheduled **monthly/weekly/daily reports** to run automatically onto the dashboard.
- Built **views, stored procedures, and custom SQL queries** to import data from SQL Server to **Power BI**.
- Reviewed and optimized **SQL queries** and edited joins (**inner, left, right**) in Power BI with **live/dynamic and static datasets**.
- Analyzed **reporting requirements** and translated them into **data sourcing and modeling requirements**, including **Dimensional & Normalized data models, Facts, Dimensions, Star Schemas, Snowflake Schemas, and Operational Data Stores**.
- Created **database objects** like tables, views, materialized views, procedures, and packages using **MSSQL**.

Business Intelligence Developer

Smart Way Technology

June 2021 – June 2022, Saudi Arabia, Riyadh

- **Power BI:** Built **12 new BI dashboards** in Power BI by importing data from **SQL Server**, creating **DAX queries, computed columns, and computed tables**.
- Created **database objects** (tables, views, functions) and developed **stored procedures** to enhance performance and optimize queries.
- **Data Lineage:** Traced **end-to-end lineage** of data elements from ASP reports to Power BI, identifying **Level 1 data sources** and mapping data flow across **Source → Landing → Staging → DataMart → Visuals**.
- **Teradata (FSLDM):** Designed and implemented data models based on **FSLDM (Financial Services Logical Data Model)**.

- Developed and optimized **Data Warehouse structures** (Party, Account, Product, Agreement, Event).
- Wrote and tuned **complex SQL queries** for ETL and data validation in Teradata.
- Supported **data mapping, lineage, and business reporting** aligned with FSLDM standards.
- Automated **report scheduling and delivery** to improve efficiency and reduce manual effort.
- Collaborated with **cross-functional teams** to gather requirements and deliver **scalable BI and data solutions**.

Business Intelligence Developer

Master Works

June 2017 – June 2021, Saudi Arabia, Riyadh

- **STC (Outsource):** Developed **MicroStrategy reports and dashboards**, created **application objects** (filters, metrics, prompts), and performed advanced **report data manipulations** (page-by, sorting, thresholds, totals) for **ERP, CRM, and OLAP projects**.
- **Qassim Project:** Designed **MicroStrategy dashboards** with **cross-tabs, maps, scatter, pie, bar, and density charts**; implemented **ETL workflows** using **SSIS & SSRS**.
- **Royal Commission in Jubail (Outsource):** Built **MicroStrategy reports and dashboards**, applied **view filters, report limits**, and delivered reports aligned with design specifications.
- **GAZT (Outsource):** Managed **Tableau server dashboards**, ensured daily **data source refresh**, monitored **storage and server performance**, and supported **server upgrades**.
- **University of Prince Sattam Project:** Integrated **Twitter streaming data** (up to **250GB**) for big data analysis, reducing manual processing by **80%**, and built **interactive data-driven dashboards**.

EDUCATION

Bachelor of Computer Science

Modern Academy, Egypt • Cairo • 2015

CERTIFICATIONS

CDMP Certification – Associate

DAMA • 2025

- Credential URL: <https://eu.credential.net/83524d7f-65ef-4043-9a5d-eb782bcc904b>

ANALYST

MicroStrategy • 2020

- <https://www.credential.net/45ede216-d30b-435a-a7ca-0fb6e32bb8aa>
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