Intro:

I am an achiever and I have proved it many times in life. I was 31 when I pivoted my life direction suddenly and it was a necessary move for me. It was a surgery in my life.

I have a technical background starting in 2015 until 2021 where I was promoted to a team lead and started getting more into leadership while being hands-on. What people usually say about me is, I am so versatile from business acumen to being an analyst and engineer and a leader at the same time and of course being a developer too.

Hands on manager:

* Developer
* Business acumen
* People’s manager
* Analytic thinking

I have found myself a very caring and passionate manager who mentors the team patiently while being strict about the team values.

I have been in charge of roadmaps, vision, and stakeholder management. I defined KPIs for departments with their help, wrote highly impactful analytical projects,

My knowledge with digital analytics: I have experience working with CIP/CDP platforms to gather customer first hand data, experience with google ads, facebook ads, marketing metrics calculations such as CPL and ROAS. I have a lot of experience and passion for campaign optimization and increasing the ROI in marketing but analyzing the trends and forecasting the ROI.

I have the domain knowledge since I studied fashion design and I am a good artist and designer.

I learned how to be customer focused. I try to learn the customer’s need first, understand how my code is going to help them. Ask what people do, how they do and why they do certain things in certain ways. When I have a team the first thing I do with them is to learn operations and understand how the dynamics of the business work together. Then mentor them how to think as a product manager. We will do POCs and small prototypes and get it checked by the clients, then develop an MVP with the most essential features, then get feedback and iterate and prioritize until we fully develop the app. This way the final result will be what the clients need and will use it. We have strong vision and roadmap in the team. Because of being aware of different aspacet and being hands on in data engineering, data science ML data warehousing, and reporting I can lay out a strong blueprint for the team.

Projects I did:

We did KPI dashboards for all teams, we found specific bottlenecks and areas to improve and found analytics solutions to help the company move faster. For example, I used deep learning for time series to predict the number of leads for the next month and helped the company budget their campaigns. It was very strategic and impactful. I was directly reporting to c-level and come up with strategies and prioritizations.

I have several instances of being obsessed with saving resources. Some of the required a lot of courage to raise a red flag and come up with a new architecture.