

Ramy Mohamed Esmat

Web Content Manager

40 years old now, father of two daughters.
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Summary

Tech Freak who eagerly look forward to everything new in technology especially the fields related to websites and e-marketing. I developed my skills via self-studies and training courses in work.

Timeline

- **2003** Started my career in website development with INTERNILE, a small company that creates websites for customers.

Experiences:

Web Designing, Web Development, Webmaster.

Fully responsible for the UI Job in the company with some coordination on web development, managing websites “about 30 website” content and maintenance in case of CMS and Hosting.

Familiar with:

WordPress, Joomla, Web development (.Net, PHP, SQL), Adobe PhotoShop

- **2006** Moved Savoy Hotel where I developed my skills in many areas such as IT and managing the company's websites, gained a lot in digital marketing experiences, and during this beautiful period in my career, I benefited from the experiences of Savoy Top Management and coworkers who are close to my heart.

Experiences:

Team Leading, Web Content Management, Digital Marketing.

Responsible for the company websites “savoygroup-sharm.com”, managing the email campaigns and contacts DB. Coordinate with the marketing team in social media. Involved in the content strategy. And for a while network administration for a sister company.

Familiar with:

Drupal, HeBs CMS, Hotels PMS System, Adobe Omniture, Google Analytics & GTM, MailChimp

- **2018-Present** I joined a national project in EG GATE, as it was an ambitious project to market Egypt in the fields of tourism, trade, and media. This is a subsidiary of the Tahya Misr Fund with the participation of the Ministry of Tourism, Trade and Industry, Aviation, and Telecommunications, I have benefited a lot from the company's high capabilities.

Experiences:

Team Leading, Web Content Management.

Web Content Manager for “Egypt.eggate.com, Travel.eggate.com, shop.eggate.com” Handling the content strategy and leading a team of 10 employees “Developers, Content Creators, UI & UX”. Beside technical support for the travel team on using the Juniper platform. representation for the company in meetings that discuss our platforms.

Familiar with:

Juniper (travel platform), Magento, Drupal, AWS Amazon Web Services, GitHub.

Ready to help everyone and I love to share my knowledge that I obtained over my years of experience in the field.

Managed many teams in my career with an atmosphere of friendship, mutual understanding, lack of underestimate in any of the team members, love to have a friendly environment with my team without prejudice to the discipline with the administration.

I always strive to translate the administration's vision into technology solutions and find solutions to many problems. Quick and efficient is my preferred way to achieve management aims via innovative tech.

Projects

EG GATE - Team Leader for EGATE Travel website replacement

Benefiting from our experience in the tourism field, the company decided to set up an in-house development team to replace the user interface provided by Juniper, with maintaining the core that provided by Juniper through linking to their API's in aviation, hotels, and packages....

Participate in the meetings of identifying new requirements that can be applied to the new project with stakeholders, start the stage of renewing the UX and then developing the new UI. assist developers in the API's provided by Juniper.

The project is suspended due to the covid-19 situation.

But I appreciate very much our developers for their skills and ability to deal with the major project challenges and successfully passing the phase of the integration with Juniper API's and getting the certification from Juniper.

EG GATE - Technical support for EGGATE Commerce website

Participate in the project of converting the commerce website from relying on an external development house to an in house developed website, attend discussions on choosing a development platform that meet the needs of the company in this regard and choose a hosting company and cooperate with each of the administration, commerce, merchandising, shipping, marketing and programming. We decided to use the Magento platform. Participating in the team to accomplish the project. Coordinate between the AWS administration, Developers, Commerce teams.

Installing the GTM data layer variables on the website and creating tracking tags to measure the conversion rate on Facebook and Google Analytics

The result was amazing regarding the website quality in case of performance and the ability of making dynamic technical changes with significant cost savings if changes are requested from third parties.

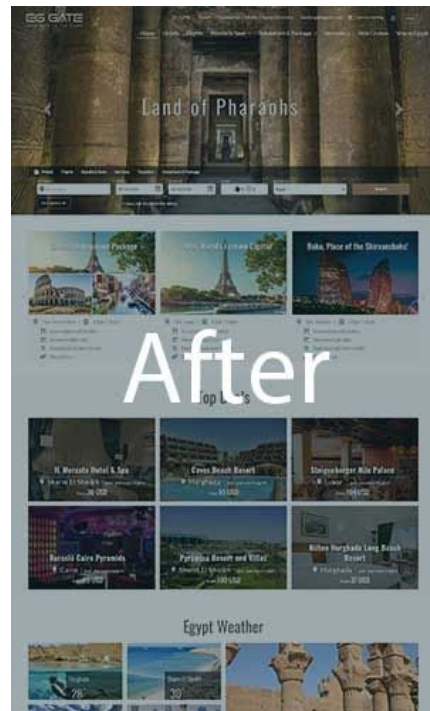
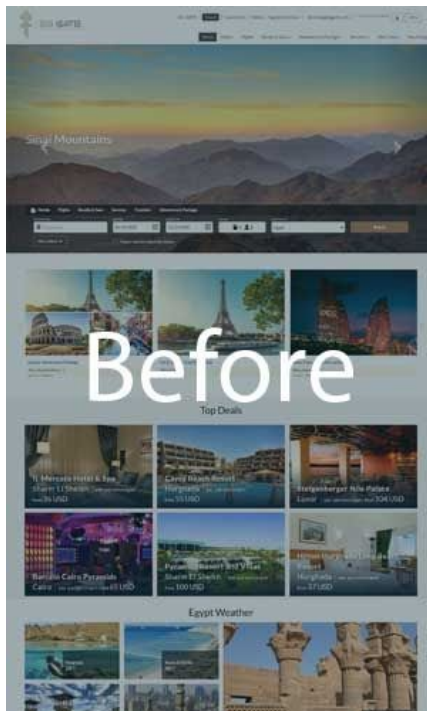
EGGATE Commerce Website

<https://shop.eggate.com>

EG GATE - UX UI Designer

A simple task to adjust the user interface of the site to match the requirements of modern design. but in this case we don't have the option to access the platform source to directly edit the front-end, and the development house can't achieve our needs.

Using Google Tag Manager I managed to overwrite original HTML, CSS, Images. to change the HTML content and font faces.



Current website:

<http://travel.eggate.com>

EG GATE - Technical support for EGGATE Travel website

Match between the company's plan in tourism with the developing company Juniper (www.ejuniper.com), by specifying the packages provided from Juniper and participating in decision to purchase the special editions available in Juniper Booking Engine

Supervising the implementation of the project from a technical point of view until the site is delivered from Juniper.

Organizing and participating in training sessions for all departments such as Aviation, Contracting, Operation and Accounting.

Providing technical support in API integration with third party issues such as GDS, Bed Bank, H2H.

Web content management of the site in terms of solving operating problems and dealing with plan changes in the Travel department, new offers, landing pages.

EGGATE Travel Website

<https://travel.eggate.com>

EG GATE - Web Content Manager for EGATE directory website

A team of four members; Content creators in ancient Egyptian history and a Web Developer. The team's participation in developing a map of the content required them to give a detailed explanation of the ancient and modern history of Egypt, create a guide for all Egyptian cities and their tourist and archaeological sites, and all the information that informs the tourist on his trip to Egypt.

EGGATE Directory website

<https://egypt.eggate.com>

Savoy - Web Content Manager

Oversees the writing, editing, updating of content on websites. Using the CMS provided from HeBs, managing the website content, banners, landing pages, MailChimp campaigns

Ensures that website content meets the requirements of business units and fulfills the needs of website viewers.

www.savoy-sharm.com

www.royalsavoy-sharm.com

www.sierra.sharm.com

www.sharmdirect.com (not the current live website, same concept but with different platform)

Freelance Projects

Agaza Club

cPanal management, Wordpress installation, theming, UI and Data entry

www.egy-trip.com

EgyptHi

UI and Data entry

www.egypthi.com

Mega Technology

cPanal management, Wordpress installation, theming, UI and Data entry

www.mega-egypt.com

Targem

cPanal management, Wordpress installation, theming, UI and Data entry

www.targem-eg.com

Tivoli Events

cPanal management, Wordpress installation, theming, UI and Data entry

www.tivoli-events.com

Education

Helwan University Cairo

Good, Faculty of Foreign Trade · 2007

Skills

