

# MOHAMED EZZAT

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## SUMMARY

I am in, a fourth-year E-Commerce student. I have developed a passion for business development, which has driven me to embark on a journey of learning and reading to become well-versed in all aspects of this field.

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## WORK EXPERIENCE

### Social Media Accounts Developer (own business)

2021-2023

- In this work, there was a Japanese voice-over with motivational texts and phrases about life. The goal was to reach the largest number of people interested in this field.
- How to utilize available resources to achieve maximum effectiveness.
- Increasing viewership and reaching the target audience by understanding algorithms and content suitable for the specific demographic

### Business Consultant for startup companies

2023-Present

- Detailed study of the current status of the establishment to identify strengths and weaknesses.
  - Designing a Business Model for Startups: Detailed Departmental Roles.
  - Develop customer acquisition and retention strategies.
  - Manage employee performance and development
  - Analyze the profitability of different revenue models.
  - Build and maintain the brand identity and messaging.
  - How to do digital marketing on social media platforms and reach the right audience to promote a product and increase sales.
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## EDUCATION

### Student at The Higher Institute of E-Commerce Systems

- This specialization combines accounting with electronic software that assists in business systems, specifically accounting and administrative programs that keep pace with current technological advancements in the world.
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## CERTIFICATES AND COURSES

- DIPLOMA OF ADMINISTRATION MANAGER / IN ADMINISTRATION MANAGEMENT **BY MTF INSTITUTE**
  - **MTF INSTITUTE** EXECUTIVE DIPLOMA IN BUSINESS STRATEGY, BUSINESS MODULE, STRATEGIC MANAGEMENT
  - CREATIVE THINKING: TECHNIQUES AND TOOLS FOR SUCCESS (**IMPERIAL COLLEGE LONDON**)
  - DIGITAL PRODUCT MANAGEMENT: MODERN FUNDAMENTALS (**UNIVERSITY OF VIRGINIA**)
  - BUSINESS MODEL CANVAS: A TOOL FOR ENTREPRENEURS AND INNOVATORS (**KENNESAW STATE UNIVERSITY**)
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## SKILLS

- Microsoft Office
  - Data visualization tools (orange-power bi)
  - video editing( cup cut\_inshot)
  - Resource Management
  - Business Modeling and Strategy
  - Customer Analysis
  - Cost Management
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## LANGUAGES

- Arabic (Native)
- English (B2)
- Japanese (N3)