

# Mohamed Ali

MARKETER - DATA ANALYST - WORDPRESS DEVELOPER

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## INTRO

- With a decade of proven success since my university days, I've earned a reputation as a multitasker, consistently delivering excellent results for both employers and clients. My commitment to continuous learning keeps me on the pulse of diverse fields, making me adept at adapting to market changes. Recognized for my flexibility and resilience, I leverage these qualities alongside strong analytical skills to take decisive actions. Up-to-date with global trends, I bring a proactive approach and a passion for innovation to drive success in dynamic environments.
- With a solid foundation in sales and marketing at the outset of my career, I successfully achieved sales totaling 1 million. Subsequently, I played a pivotal role in transforming a company from losses to profits. Building on this experience, I ventured into entrepreneurship by establishing a specialized firm focused on digital marketing and the development of online shops using platforms such as Shopify and WordPress.

## EXPERIENCE

### Data Analyst & Advanced WordPress Developer

Freelancer ( Jul 2022 – Present )

#### Data Science

- ( Python - NumPy - Pandas - Advanced Excel )
- Mathematics ( Statistics - Probability - Algebra )
- Machine Learning ( TensorFlow - Regression - A/B Test )

#### DataBase

( SQL - MySQL - PostgreSQL - SQLAlchemy )

#### Data Visualize

( Tableau - Power Bi - Google Charts - Matplotlib - Plotly - Seaborn - Infogram )

#### Web Development

- BackEnd ( Python - Django - Flask - Web Scraping )
- FrontEnd ( React )

### CEO & Manager Director

AIO All Group - ( Full-time )

( Feb 2018 - Nov 2021 ) ( 3 yr 9 mos )

- Lead Employees
- FrontEnd Developer ( HTML - CSS - JavaScript )
- CMSs ( WordPress - WIX - Elementor - DIVI - Shopify - WooCommerce )
- Design ( CorelDraw - Photoshop - Illustrator - LightRoom )
- Video ( Filmora - Adobe Premiere )
- Marketing ( FB Ads - GooG Ads - Insta Ads - TikTok Ads )
- Finished a lot of Projects for AIO Clients for All media products

### Digital Marketing Manager ( 3 yrs in total )

Arabia Group Factory - for Non Woven Bags - ( Full-time ) ( Promoted )

Jul 2014 - Oct 2017 ( 2 yr 4 mos )

- New career As a Digital Marketer and Web Developer
- Using CMSs ( Wordpress - Wix ) & ( HTML - CSS - Javascript )

- FaceBook Ads - Instagram Ads - Google Ads
- Communicate with Chinese engineers in china to Manage production line
- Lead 4 employees in the factory

### **Marketing Specialist**

#### **Arabia Group - Media Agency ( Full-time ) (start)**

Dec 2013 - Jun 2014 ( 7 mos)

- Market Agency products
- Open new market to Company
- Laser Machine Technical
- Learned & Worked as Designer by CorelDraw

### **Sales at EIC for Electronics**

#### **EIC ( Full-time )**

Sep 2010 - Jul 2013 ( 2 yrs 11 mos )

- Make sales Offline as a B2B
- We success to sale our products in 2 major ( Volley – Krasiva ) brands and a lot of shops
- After 1 year I was made sales reach 250K
- Marketing to the company in new places & open new markets
- Control & Lead the Team ( team was consist of 3 )

## **EDUCATION**

### **Sara Taki Allah - Language School**

Primary/ Secondary/ High School Sep 1997 – Jul 2008

### **Faculty Of Business & Marketing Ain Shams University**

Bachelor Sep 2008 – Jul 2013

## **COURSES**

### **ICDL - 2008**

( Excel - Word - PowerPoint - Access )

By STC (Select Training Center)

### **SEO & Web Development - 2010**

(HTML - CSS - JavaScript - PHP - SEO) Remotely Jul 2010

By Dr Ahmed Salama

### **CorelDraw & PhotoShop - 2014**

( UX - UI - Vector Designs - Logos - Photo Edit )

### **Marketing Diploma (3in1) - 2018**

( Marketing - Sales - Management ) Most Important Things in MBA

By Dr Ehab Musallam

### **Data Analysis Challenger - 2021**

( Descriptive Statistics - Spreadsheets - Business Metrics )

By Udacity

### **Data Analysis Professional - 2021**

( Python - Data Analysis Process - Gathering Data - Data Wrangling )

By Udacity

## Data Analysis Advanced - 2021

( SQL - Practical Statistics - A/B Test - Tableau )

By Udacity

## Introduction to Psychology - 2021

( Freud - Skinner - Brain - Emotions - Language - Memory - Mental Illness )

By Prof. Paul Bloom Yale University USA

## Data Scientist Career Course - 2022

( Statistics - Probability - Python - Advanced Excel - Advanced Mathematics - Machine Learning - SQL Advanced )

By 365 Data Science

## CS50 - 2022

( Binary - C - Arrays - Algorithms - Memory - Structures - CyberSecurity )

By Prof. David J. Malan Harvard University USA

## SKILLS

- Fast Learner
- Research-oriented
- Adaptable
- Independent
- Good Listener
- Decision Maker
- Leadership
- Problem solving
- Self-motivation

## INTERESTS

- Physics
- Science
- Engineering
- Analysis

## LANGUAGES

### Arabic

Native proficiency

### English

Professional proficiency

## CERTIFICATIONS

- 1- [Udacity certificate confirmation 1](#)
- 2- [Udacity Certificate Confirmation 2](#)
- 3- [Udacity Certificate Confirmation 3](#)
- 4- [Linkedin Programmer Foundations Certificate](#)
- 5- [Linkedin Python Developer Certificate](#)
- 6- [Linkedin Data Developer Certificate](#)
- 7- [Linkedin Solid Principles Certificate](#)