MOHAMED MAHDI

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Business developer & Digital Marketer | Data Scientist

Summary

I'm a university undergraduate specialized in computer engineering, concentrated on AI, machine learning, Analytics, Data Science and marketing. I'm a Passionate, creative thinker, result oriented, analytical, data-driven and innovative problem solver who believes in turning ideas into reality.

I'm fond of technology entrepreneurship and innovation and my passion is to make difference in people's life using the power of new technologies. I've worked as Business developer with with two tech startups in Egypt and has a three years experience in business development, Digital Marketing and a little bit experience in Data Science and analytics.

Education

2013 - Present

student

Faculty of Electronic Engineering, Menoufiya University

I'm a university undergraduate specialized in computer engineering, concentrated on AI, machine learning, computing and data science.

Work experience

October, 2017 - Present

Co-founder & Business Development Chief Officer

inBots

inBots is a creative AI technology startup that builds chatbot solutions and artificial conversational entities for all use cases like Collaborative Commerce, Customer Service, Content & Research and Enterprise. Our chatbots lie on all messaging platforms from enterprise messaging platforms like Slack, Google Hangout Chat and Facebook workplace to consumer messaging platforms like Facebook Messenger, WeChat and Kik.

May, 2017 - September, 2017

Digital Marketing Manager

Upureka

Upureka is a software company based in Tanta, Egypt. Upureka helps small businesses enhance their online presence by providing the most effective website that meets their business goals.

As a Digital Marketing Manager, i was responsible for:

✓ Devising strategies to drive online traffic to the company website.
✓ Developing and managing digital marketing campaigns
✓ Overseeing the social media strategy for the company.
✓ Managing online brand and product campaigns to raise brand awareness.
✓ planning and budgetary control of all digital marketing
✓ Evaluating customer research, market conditions and competitor data.
✓ Review new technologies and keep the company at the forefront of developments in digital marketing.

May, 2016 - September, 2016

Marketing Intern

YZT Works

YZT Works is a full-service social media marketing company that helps businesses get their brand initiatives out clearly, concisely and accurately by leveraging digital marketing programs. YZT Works build an online presence for businesses within the targeted community by providing effective, affordable online marketing solutions in Canada, Egypt and gulf Area.

As a trainee at YZT works, i have been trained to:

✓ Collect quantitative and qualitative data from marketing campaigns.
✓ Perform market analysis and research on competition.
✓ Take over content creation for all of our company social media accounts, including organizing cross-platform content strategies.
✓ Assist in marketing and advertising promotional activities (e.g. social media.)
✓ Develop new social media campaigns from the ground up, considering our clients' needs and their specific industries.
✓ Monitor social channels for trending news, ideas and memes, then capitalize on those trends through our social media accounts
✓ Perform research into our clients' industries and provide actionable tips and advice for expanding their reach in the digital space
✓ Assist with capturing and analyzing social media metrics

Extra-curriculum and Volunteering activities

2016 - 2017

Head Of Marketing Department

IEEE Egypt Section

IEEE is the world's largest professional association dedicated to advancing technological innovation and excellence for the benefit of humanity. IEEE Student Branches are established at universities and colleges around the world.

As a head of marketing department at IEEE Menoufia SB., i was responsible to:

✓ Provide service leadership related to Marketing and Communications of organization.
✓ Make sure that the organization marketing communications promote the right message to maintain a good brand image.
✓ Act as the lead officer in all Marketing and Communications activities.
✓ Development of brand awareness and online reputation.
✓ Develop a strong online presence through social media channels.

2014 - 2015

Social Media Specialist

Life Makers Foundation

Life Makers is a non-profit organization aims to the DEVELOPMENT of our society through empowering youth by raising and strengthening their capabilities. Life Makers Foundation works in the fields of health, employment, education and drugs.

I worked as a social media specialist for Life Makers family at menoufiya university which is a project of Life Makers Foundation that aims to promote a culture of volunteerism among university students.

2015 - 2016

Social Media Specialist

FEE ROBOTICS CLUB

FEE robotics Club is a student activity inside the Faculty of Electronic Engineering committed to learn students how to build, design, and manufacture a robot in all aspects of robotics and the electronics design.
FEE Robotics Club teaches students the basic construction of both electronic projects & circuits, plus providing challenges that would face both new builders. They launch four robotics competitions inside and outside the university every year.

My responsibilities included:

✓ Managed community's accounts on social media networks like Twitter and Facebook.
✓ Set strategies for campaigns on social media networks.
✓ Created content for campaigns on social media network.
✓ Created and managed the online event for SUMO competition which was held in The Greek Campus in Cairo in September 2017.

Certifications

- Using Databases with Python

  Certification Date: Dec 2017 – Present.

  License: PMHAA7P5DVRE

  Certification authority: Coursera
  See certificate

- Intro to SQL for Data Science

  Certification Date: Dec 2017 – Present

  Certification authority: DataCamp
  See certificate

- Using Python to Access Web Data

  Certification Date: Dec 2017 – Present

  License: B4H45PW7RDNH

  Certification authority: Coursera
  See certificate

- Intro to Python for Data Science Course

  Certification Date: Nov 2017 – Present

  Certification authority: DataCamp
  See certificate

- Python Data Structures

  Certification Date: Nov 2017 – Present

  License: G949QHUQM895

  Certification authority: Coursera Course Certificates
  See certificate

- Basic Statistics

  Certification Date: Sep 2017 – Present

  License: SMELJJNJRGCE

  Certification authority: Coursera
  See certificate

- Introduction to R

  Certification Date: Jul 2017 – Present

  Certification authority: DataCamp
  See certificate

- Content, Advertising & Social IMC

Certification Date: May 2017 – Present

License: TBKA4XCPWWZ3

Certification authority: Coursera
See certificate

- Programming for Everybody (Getting Started with Python)

  Certification Date: Dec 2016 – Present

  License: 7ATKJWF2VEFU

  Certification authority: Coursera
  See certificate

- Engagement & Nurture Marketing Strategies

  Certification Date: Nov 2016 – Present

  License: ES6E8GGNP7HK

  Certification authority: Coursera

  See certificate

- Introduction to HTML5

  Certification Date: Jul 2016 – Present

  License: HM6YKH8Q3PWT

  Certification authority: Coursera
  See certificate

- The Importance of Listening

  Certification Date: Jun 2016 – Present

  License: T6FC5LLAVGSN

  Certification authority: Coursera
  See certificate

- What is Social?

  Certification Date: Jun 2016 – Present

  License: 65QUG8P32HGT

  Certification authority: Coursera
  See certificate

- Welcome to Marketing on Facebook

  See certificate

Skills

Python

 R

SQL

HTML

CSS

c++

programing

Digital Marketing

Social Media Marketing

Copy-writing

Content creation

Management

Business development

Leadership

Data science