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Summary

Officially joined the workforce in 2011. Worked in both in IT (Development, Automation & Business Continuity) and worked in Management (Sales, Marketing & Strategy). Since 2015 I have launched my own consultancy business Panx Project L.L.C. in both London, U.K. and Cairo, Egypt to consult clients across vertical and horizontal industries. Today we have helped over +30 clients across 4 countries from NGOs, Startups all the way to Global Enterprises.

Experience

Founder & Chief Executive Officer

PanX

Feb 2018 - Present (2 years 11 months +)

- Launched SheCodes: a social initiative to empower women pursuing a career in tech by funding their education.
- Directly acquired 20+ clients like: Monginis, Elezaby and Etc.
- Sales turnover was 75K EGP same quarter we launched.
- 50% Month-to-month website user growth.

Advisor

Tekomoro

Dec 2020 - Present (1 month +)

- Researching and analyzing the autonomous transportation landscape
- Business model and product validation
- Find market fit and market insights
- Fundraising and investor introduction
- Developing strategic and tech partnerships

Founder & CEO

PanX

Aug 2017 - Feb 2019 (1 year 7 months)

- Lead developer of panx.io a job search engine and free job board for employers.
- Launched HireUps: an initiative to reskill the labor force with in demand skills which helped a 120 people find jobs.
- Directly acquired 10+ partners like: CareerJet, Zoho and CV-Library.

Global Logistics Analyst

Dell EMC

Oct 2012 - Nov 2015 (3 years 2 months)

- Maintaining real-time data accuracy, Data duplication removal, Automation, Process enhancement. All on Oracle 11i.

- Global Innovation Road-map Competition Winner (2015) for “Doing Social Smarter” using sentimental analysis to identify and respond to dissatisfied customers on social media and online.
- Global Innovation Road-map Competition Finalist (2014) for “Automating the Database” using python and open-source tools.
- Received 3 excellence awards (2013) for improving customer experience.



Business Consultant

Santa Barbara Hackerspace Inc.

Feb 2012 - Feb 2015 (3 years 1 month)

Process enhancement, Crowd funding campaigns, Fundraising and occasional coding got to get your hands in the mud sometimes.



Freelance Translator

Mahatat for contemporary art

Aug 2012 - Sep 2012 (2 months)

English to Arabic and Vice-versa.



Web developer & Content Editor

Tarek Beshir Architects

Dec 2011 - Jul 2012 (8 months)

Project-based



Sales Executive

Hala Deals

Sep 2011 - Nov 2011 (3 months)

Finding leads to closing deals.

Education



Udacity

Nanodegree, Advanced Digital Marketing

2020 - Present



The German University in Cairo

Bachelor of Science in Management Technology, Information Systems and Innovation Technology

2008 - 2011

Licenses & Certifications



Green Belt Six Sigma



Yellow Belt Six Sigma



The Fundamentals of Digital Marketing

ZDXDYB6FA



Scrum Product Owner Certified (SPOC) - Scrum Alliance



TwitterFlightSchool Video Badge - Twitter

Issued Jul 2020 - Expires Jul 2021

138896400



Bing Ads Accredited Professional - Microsoft



Sponsored Ads Foundations - Amazon

Issued Jul 2020 - Expires Jul 2021

461208



Yandex.Metrica Expert - Yandex

Issued Jul 2020 - Expires Jul 2021

189131



Microsoft Advertising Certified Professional - Microsoft



Google Analytics for Beginners - Google Digital Academy (Skillshop)

Issued Jun 2020 - Expires Jun 2023



Advanced Google Analytics - Google Digital Academy (Skillshop)

Issued Jun 2020 - Expires Jun 2023



Cyber Security Essentials - Cisco Networking Academy

Issued Oct 2020 - Expires Oct 2023



Cybersecurity Intro - Cisco Networking Academy

Issued Oct 2020 - Expires Oct 2023

Skills

Marketing • Product Marketing • Innovative Thinking • Strategic Consulting • Project Planning •
Creative Direction • Project Management • Information Technology • Sales • Agile Project Management

Honors & Awards



Bronze Award

Oct 2013

International Innovation Competition Finalist 2013



Excellence Award

Dec 2013

Developed environmental strategies for the sustainability departments for the year 2014



Excellence Award

May 2013

For increasing TCE(Total Customer Experience)



International Innovation Competition Finalist - EMC Corp.

Dec 2015



International Innovation Roadmap Winner - EMC Corp.

Feb 2016

Doing Social Smarter