Mostafa M. ElKhouly

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WORK EXPERIENCE

OLX, Egypt | Classifieds platform

- Data Science & Analytics Manager | August 2020 – Present date
- Setting our data strategy after performing a full data maturity analysis for company.
- Hiring and managing a data team to support in implementing the identified initiatives.

- Senior Business Analyst | December 2019 - July 2020
- Queried our AWS Redshift data warehouse using SQL and preformed further analysis with Python.
- Generated business reports and presented them to senior management to take key strategy decisions.
- Developed and maintained operational and business dashboards on Periscope Data.

TrickleHR, Egypt | Recruitment automation software

- Product Manager | June 2017 - July 2018
- Developed and optimized an agile product development workflow and implemented it on Jira Software.
- Roadmapped and prioritized the product features based on the customers' business needs and strategic goals.
- Coordinated between the management and implementation teams while facilitating our continuous delivery process.
- Monitored and analyzed the product usage in the alpha phase through internal dashboards and Google Analytics.

Unplugged, Egypt | Digital agency

- Co-Founder & CEO | July 2013 - December 2016
- Established the agency and progressively grown the team from 2 to 16 members while maintaining a 12% employee turnover rate which is two-thirds the market average.
- Formulated the agency's growth strategy that helped us maintain an average of 90% YoY growth in sales and delivering 126 projects for 70 clients including companies like Vodafone, AstraZeneca, Lexus, and Toyota.
- Created and managed internship programs for 31 interns of which 7 were later hired by Unplugged.
- Formed a partnership with the German University in Cairo to deliver an elective course for 64 graduating students.

Coterique, Egypt | Fashion e-commerce platform

- Co-Founder & CTO | January 2013 - July 2013
- Generated the business and operational models that got the company incubated and seed funded by Flat6Labs Cairo.
- Developed the back-end and front-end of an e-commerce platform that was integrated with the partners' stores.

Vodafone, Egypt | Telecommunications company

- Global Frontline Support Engineer | January 2011 - May 2012
- Monitored, analyzed, and dispatched requests through ticketing systems, emails, and phones.
- Designed and delivered training sessions for all the employees within the Infrastructure Service Desk team.

VOLUNTEER EXPERIENCE

CISV, International | Peace education NGO

- International Active Volunteer | October 2009 - Present date
- Planned and delivered camps, sessions, and workshops to hundreds of participants from over 30 countries.
- Organized educational and fundraising events of varying sizes from 10 to 1000+ attendees.

- CISV Egypt Board Member & Communication Officer | April 2016 - April 2017
- Streamlined the application processes by structuring and implementing their transfer to an online platform.
- Governed CISV Egypt while setting, evaluating and improving its strategic direction in monthly board meetings.

SKILLS

Tools: Excel, Periscope Data (Sisense), Google Analytics, Tableau, A/B Testing, Git, Jira (Scrum)
Programming: SQL, Python for Data Science, HTML, CSS, JavaScript, Responsive Frameworks
Languages: Arabic (Native speaker), English (IELTS Academic 8.0 Overall Band Score)

EDUCATION

Udacity | Data Analyst for Enterprise Nanodegree | November 2018 - May 2019
- Learned to organize data, uncover patterns and insights, draw meaningful conclusions, and clearly communicate critical findings using Python, R, SQL, Tableau and spreadsheets.
- Applied my acquired skills in 8 different projects that are presented on my GitHub profile.

German University in Cairo, Egypt | Bachelor's Degree of Science in Media Engineering and Technology
Major: Computer Science and Engineering   **GPA:** 1.58 (Very Good with Honors)   **Graduation:** June 2010