C O V E R L E T T E R

Dear Sir/Madame,

Ever since my graduation in computer science in 2007 I fell in love with the Internet and decided to learn, work & teach its great capabilities & impact over individuals, businesses & economies!

I have accomplished my postgraduate degrees in E-Business from AUC and in Internet Systems from University of Liverpool.

I have worked with top Internet companies such as Google, Yahoo!, Bing, IOL, Digital marketing agencies and Multinational client sides, whether it is B2B, B2C or B2G.

Due to my extensive studies & experience, I also give out trainings and seminars in Digital marketing & E-Business.

I would be very pleased to join your team as I believe I can add a lot to it while being excited to gain a new experience in the field I love.

***Please refer to my CV below for details and never hesitate to contact me would you have any questions.***

A H M E D

[Ahmed.332517@2freemail.com](mailto:Ahmed.332517@2freemail.com)

EDUCATION

Academic

* [**MSc. in Internet Systems**](http://www.liv.ac.uk/study/postgraduate/taught_courses/internet-systems-online-msc.htm) **(Partially) 2010~2014**

[University of Liverpool, UK](http://www.liv.ac.uk/)

* [**Postgraduate E-Business Diploma**](http://catalog.aucegypt.edu/content.php?catoid=15&navoid=501) **2007~2009**

[The American University in Cairo](http://www.aucegypt.edu)

*Graduation project: eCRM for IslamOnline.com*

* [**BSc. (Hons) in Computing & IT**](http://www.aou.edu.eg/itc.htm) **2003~2007**

[The Open University, UK](http://www.open.ac.uk/)

*Graduation project: Stock Exchange Database (Oracle)*

Professional

* [**Web Mastering Diploma**](http://www.next-eg.com/next/index.php/courses.html?sobi2Task=sobi2Details&catid=10&sobi2Id=8) **2009~2010**

[Cairo University](http://www.cu.edu.eg) & [Next Academy](http://www.next-eg.com)

*HTML, XML, CSS, JS, Adobe Photoshop & Flash, ASP.NET, C#*

* **Courses, Workshops & Conferences**

*E-Marketing, Accounting, Business Planning & Start-Ups*

*Environment, Globalization, Arab & Islamic history*

SKILLS

* **Personal:** Research & Analysis, Problem solving, Organized,

Communication, Negotiation & Leadership skills

* **Languages:** Fluent English - Native Arabic - Basic French
* **Hobbies:** Travel, Exploration, Cultures, Science & Technology

EXPERIENCE

* [**Cequens Group**](http://www.cequens.com/) - [Unified Communications]

Title: Group Digital Marketing Manager

Period: 2015 ~ Current

*Cequens Group is a global cloud communication carrier & a UC (Unified communications) solution provider with customers in over 40 countries.*

* [**Mantrac Group**](http://www.mantracgroup.com/) - [[CAT](http://www.cat.com/) Heavy Machines]

Title: Group E-Marketing Supervisor

Period: 2013 ~ 2014

*Mantrac Group is the sole authorized dealer of Caterpillar in 9 countries in 3 continents, being one of its major dealers worldwide distributing & supporting its wide range of B2B, B2C & B2G products & equipment.*

Role: Setting E-Strategy

* + Manage E-Marketing Department
  + Develop & Sustain Online presence & awareness
  + eCRM: Lead generation, acquisition & retention
* [**Yahoo!**](http://www.yahoo.com/)- [EMEA Online advertising]

Title: Online advertising training specialist

Period: 2011 ~ 2013

Accomplishments:

* + Search & Display advertising methodology & platforms
  + Microsoft & Yahoo! search alliance project
  + Customer relationship management
  + Content, curriculum & plans development
  + Liaise with business owners to ensure satisfactory results
* [**IT Vision**](http://www.itvision.com.eg/)- [Digital agency]

*An award winning e-business solutions & digital marketing agency*

*having online experience since 1999 and serving A+ class clients.*

Title: Digital marketing team leader

Period: 2010 ~ 2011

Accomplishments:

* + Display & Search advertising
  + Social media marketing
  + Email marketing
  + Micro-site & landing pages optimization
  + Campaign consulting & ROI analysis
* [**Media International**](http://www.mediaintl.net) **/** [**IslamOnline**](http://www.onislam.com) - [Online media]

*Multinational group developing, managing & outsourcing all forms of*

*digital content & new media via Internet, mobile & TV.*

Title: E-marketing specialist / Web analyzer & optimizer

Period: 2008 ~ 2010

Accomplishments:

* + Research & develop e-business/ e-services
  + Website structure & design - User experience - SEO
  + Brand/Domain name research & management
  + Social media, Email & Search marketing
  + Banners sales & exchange
  + Launch & analyze surveys & media plans
  + Extract & analyze user, website & web statistics
  + Build, develop & manage eCRM
  + Develop courses & train employees.
* [**Google**](http://www.google.com) **/** [**Lionbridge**](http://www.lionbridge.com/) - [Search engine]

Title: Web evaluator

Period: 2006 ~ 2008

Accomplishments:

* + Evaluate & maintain Google standards on its SERP
  + Research & Interpret user’s queries & needs
  + Discover & report scams using tools & techniques
  + Distinguish & filtrate malware, pornography & fake pages
  + I learned SEO and user’s habits & preferred websites
* [**IBM world trade corporation**](http://www.ibm.com/) - [Computers]

Title: Technical support officer

Period: Internship

TRAINER & PUBLIC SPEAKER

* [**YAT Learning Solutions**](http://www.yatlearning.com)

Trainer; [E-Marketing](http://www.pearsonhighered.com/educator/academic/product/0,3110,0136006450,00.html) Scholarship & Courses (2015~Current)

Audience: ~35 Diverse

* [**IOETI** (E-Tourism InternationalOrganization)](http://www.ioeti.org/)

Seminar speaker; [Search Engine Marketing](http://www.slideshare.net/sheriboy/search-marketing-ioeti-refresher-2015) (2015)

Audience: ~100 Hotels, Travel operators & guides

* [**Yahoo!**](http://www.yahoo.com/)

Coach; Online [advertising](http://www.pearsonhighered.com/educator/academic/product/0,3110,0136006450,00.html) & systems (2011~2013)

Audience: ~30 Yahoo! account & campaign managers

* [**Ministry of Investment**](http://www.investment.gov.eg/en/) - [Leadership & Management Center](http://www.lmdc.gov.eg/en/)

Trainer; [E-Business](http://www.pearsonhighered.com/educator/academic/product/0,3110,0136006450,00.html) (2010)

Audience: ~10 Public sector mangers

* **Media International** (Online media corporation)

Seminar speaker; [E-Marketing](http://www.slideshare.net/sheriboy/e-marketing-quick-guide) (2009)

Audience: ~40 Department mangers & employees

ENTREPRENEUR

* [**ArabNet Digital Summit**](http://arabnet.me/conference/cairo/)

[*Ideathon Startups Competition 2011*](http://arabnet.me/conference/cairo/entrepreneurs/)*- (*[*Project: Travel60*](http://startupdb.arabnet.me/startup/283/)*)*

I submitted my social travel startup to the biggest digital startups competition in the middle-east of the popular [ArabNet digital summit](http://arabnet.me/conference/cairo/).

I won the chance to network with top executives of the digital industry

* [**Ministry of Communications & IT**](http://www.mcit.gov.eg/)

[*Business Plan Competition 2005 - (Project: 3D IT)*](http://www.tdfcomp.com/showpage.aspx?ID=26)

I participated in a nationwide competition arranged by the [MCIT](http://www.mcit.gov.eg/) for

innovative entrepreneurs in IT & E-Business.

My team won the 1st round & was chosen with 26 teams from more

than 300 other ones. I acquired business development skills.

* [**Stock Exchange Market**](http://www.egyptse.com/index.asp)

I traded & experienced market analysis & brokerage to others.

RECOMMENDATIONS

##### [Carlo Mancini](http://www.linkedin.com/profile/view?id=9077741&authToken=aukz&goback=%2Enpv_28063862_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1) EMEA Training Manager, managed Ahmed at Yahoo! says:

"Ahmed has been a key member of the EMEA training team over the last year and a half.   
He adapted well to a very dynamic and fast-changing environment, and gave a significant contribution to the Search Alliance project, when we had to train teams on a major migration from an advertising platform to a brand new one.   
Ahmed is a quick learner and an excellent team player, always sharing ideas and best practices with the whole team. He always want to get things done, even when put under pressure.   
There were times where he managed to train teams on a very short notice and about topics that were completely new to him; he assimilated them and delivered in a minimum period of time. I am sure his set of skills will allow him to be successful in any role he will take in the future." January 9, 2013

[Hossam Abdel Hamid](http://www.linkedin.com/profile?viewProfile=&key=55570989&authToken=rl9l&authType=name&goback=%2Evpf_28063862_Fva1_name_pp_Ahmed_ELSherif_*1_*1_*1_*1), Marketing & Business Development Manager,  
*managed Ahmed at Media International says:*

“Ahmed is a hard worker, very organized and an info seeker. You can depend on him in things related to research and analysis, giving recommendations and resulted reports about new know-how and trends. It is his hobby.” July 6, 2010

[Mohamed Abdel Kareem](http://www.linkedin.com/profile?viewProfile=&key=20415849&authToken=h421&authType=name&goback=%2Evpf_28063862_Fva1_name_pp_Ahmed_ELSherif_*1_*1_*1_*1), E-Marketing Manager,

*managed Ahmed at Media International says:*

“Ahmed is very dedicated to his work; perfectly deliver tasks with high quality and accuracy. He also has a great personality that imparts the work environment. He always doing his role in the team perfectly and He is the character you can depend on. His ambition to be better and his passion to his work is actually his strength. Ahmed also has excellent analytics and negotiation skills.” June 27, 2010

[Jessica Keyes](http://www.linkedin.com/profile?viewProfile=&key=83309&authToken=P8ju&authType=name&goback=%2Evpf_28063862_Fva1_name_pp_Ahmed_ELSherif_*1_*1_*1_*1), Instructor/Stream Manager,  
*taught Ahmed at University of Liverpool says:*

“Ahmed is a talented student who brings insight and energy to the classroom.” June 25, 2010

