

MOSTAFA MEGAHED

SEO Team Leader

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Career Objectives:

Seeking a challenging position where I will be offered opportunities to develop competencies in the area of Information System (SEO, Software Developing, Programming and Web Solutions). Also, to use and enrich my skills and abilities and be a part of the company's development and success.

Personal Statement:

I believe the World Wide Web is the greatest thing the human race has ever developed, and I'm proud to contribute towards its ongoing development by building quality Web sites and promoting accessibility and usability.

I have a keen interest in self-development and I like to employ the scientific method to everything that I do by making choices based on research and evidence.

In my spare time I enjoy experimenting with new technology, writing articles for my blog (mosmeg.com) and reading books.

Summary:

I'm an experienced Website Developer with more than 10 years of experience in the field of Websites, Hosting, SEO, Technical Support, Community Forums (vBulletin), Wordpress, other Content management systems and Designs Installation for any CMS using my skills in coding. Also, I have a little knowledge about dealing with Laravel (PHP Framework).

I have excellent coding skills, as well as an ability convert client requirements into exciting online applications, PHP, Laravel Framework, Smarty Template Framework, Bootstrap, XHTML/HTML5 - CSS3.

I have the ability to learn more about E-Marketing, so I used to handle some E-marketing campaigns for my own company and for others companies for a while, also I attended **2nd and 3rd Google Partner Academy in Egypt** this year and got acceptable experience from my presence there.

Able to Maintain and troubleshooting for Microsoft's operating system and I can deal with hardware troubleshooting too.

I'm looking to begin learning how to Develop Mobile Applications and AngularJS.

Personal Data:

- Full Name : Mostafa Khaled Megahed Hassaneen
- Date of Birth : 7th November 1987.
- Marital Status : Engaged.
- Religion : Muslim.
- Nationality : Egyptian.
- Military Status : Exempted.

Education:

Bachelor of Information Systems Accredited by **Ain Shams University [2011-2012]**.

- University : Higher Institute for Optics Technology.
- Major : Information Systems.
- Degree : /Good/.
- Graduation Project : **Excellent Grade**, Online Website [CMS] www.belikehim.net
Using: PHP, XHTML, CSS3, JQuery, MySQL, Microsoft Expression Web, Notepad++ and Adobe Photoshop.

Languages:

- Arabic : Mother Tongue.
- English : Good.

Technology Skills:

SEO Skills:

- Review and analyze client sites for areas that need to improved, deleted, or revised.
- Prepare detailed strategy reports.
- Identify the least expensive but most powerful and profitable keywords for client sites.
- Run and Adjust pay-per-click campaigns.
- Improve a company's organic search results.
- Ensure websites are filled with optimal keywords.
- Place keywords appropriately in copy to gain most search engine traffic.
- Effectively use on-page SEO and Implement off-page SEO content strategies such as coding.
- Consult with web designers to improve the navigation of a site to enhance its search engine ranking.
- Compile and present SEO performance reports.
- Create advanced SEO strategies, also strategize ways to improve and track site performance.
- Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines.
- Utilize basic programming and web design skills to enhance SEO.
- Evaluate product offering, traffic, landing page quality, content, design, demographics of prospective customers when determining keywords and campaigns.

Coding Skills:

Professional experience of coding tools and technologies including: PHP, MySQL, HTML5, XHTML, CSS3, XML and jQuery, all of which allow for the creation of dynamic Web sites.

- Building PHP websites using PHP and using Laravel Framework.
- Designing websites that are easy and effective to use.
- Planning and conducting cross-browser usability testing against W3C.
- Testing and validating work produced as part of the development process.
- Working with designers, Front End and project management staff to capture requirements for the functional elements of website projects.
- Back end development and maintenance of websites using PHP and MySQL.

Applications and Software Skills:

- Database : MySQL.
- Microsoft Expression Web, Notepad++, Dreamweaver and Adobe Photoshop [**Excellent Knowledge**].
- Able to Maintain and troubleshooting software.
- Network installation and troubleshooting.

Operating Systems:

- Platforms : Microsoft Windows® XP, 7 and 8.

Office Skills:

- Proficient in : Microsoft Office 2003, 2007 and 2010.
- Typing Speed : Very Good [English and Arabic]

Field Experience:

- Aug 2014
to
present
- SEO Team Leader**, iLead Integrated Solutions
Ensuring that staff are motivated, monitored and measured in line with company targets and performance standards. Responsible for making sure that any gaps in performance or quality are quickly identified and addressed. Producing accurate reports on team performance for senior managers.
- Jan 2016:** Working on 2 CRM Apps, (Web Solutions Company and money-collector company).
- Dec 2015:** I developed a Custom Web Application "thelocation-cafe.com" to handle all internal processes in cafe and also handling and accepting online orders.
- April 2015:** I published a developed Custom Web Application "etsr2t.com" to handle the social activities in Egypt about robberies ^(In Egypt) and monitoring it via social activities, and also another Web-APP regarding missing kids on "atfalmakoda.com".
- Jan 2015:** I published my developed Web Application to manage my team's work ^(Egypt, Kuwait and Pakistan) and monitoring our active keywords: Search Results Position, keyword position checker, Avg. Monthly searches, etc...
- Jan 2014
to
Aug 2014
- SEO Specialist**, iLead Integrated Solutions
I am responsible for improving organic search results for several sites. Creates and launches SEO campaigns, identifies areas of improvement, runs PPC campaigns, and attempts to improve the clients' sites' rankings in major search engines.
- July 2006
to
present
- Web Developer**, Beetco for Web Solutions
I am responsible for the development of all the Web elements of projects taken on by the company. This includes writing project proposals and specifications, frontend coding of Photoshop designs, backend development using the tools best suited to the project, and liaising with clients.
- Freelancer**, Web Development
Web Services for individuals, companies and government agencies.
UT-QMS Company, Encartchimy Gallery, Free Sms Signals, WaselMasr, Financial Services Institute, SoheirMasaood and more....

- May 2007
to
September 2015 **Manager, Moon Internet Cafe**
I am responsible for management of moon company and hiring employees and the company's financial matters.
- June 2013
to
January 2014 **E-Marketing, O₂ GYM and Soheir Masaoood - Haute Couture**
I was responsible for E-Marketing campaigns and advertising by SMS and creating ADS online.
- May 2011
to
March 2012 **Web Coder, Campaign of Presidential Candidate - Egypt**
I was part of a team responsible for a popular candidate for the presidency – Media Department – Online Website.
- January 2008
to
August 2011 **Web Coder, NetMasr, HVIPS and LAHZAA**
I was responsible for converting designs [PSDs] to web pages that can be used, coded by XHTML, CSS and also integrate it templates system for CMSs such as wordpress and other scripts.
- December 2006
to
November 2007 **Mobile Services (Software), El-Dawlia Shop**
I was responsible for repairs and maintain Mobiles. Hardware, Software and updating software packages.
- August 2004
to
December 2006 **Computer Technician, Moon Internet Cafe**
I was responsible for repairs and maintain computers and servers, building and configuring new hardware, installing and updating software packages, and creating and maintaining computer networks.

Portfolio

I have an online portfolio covering selected projects available for viewing at <http://resume.mosmeg.com>

Interpersonal/Communication Skills:

- Proven ability to manage through others with excellent organizational skills.
- Strong decision making and problem solving skills with attention to detail both front and back end.
- Able to motivate and lead others in a team environment.
- Excellent communication skills, both: written and verbal.
- An ability to build rapport and trust quickly with work colleagues.
- Ability to work under pressure with multi-task, react quickly to shifting priorities, track record of delivering results with deadlines.
- Ability to interface quickly with users and design systems based on multi-plat form development.
- Able to clearly communicate technical data to non-technical colleagues and clients.

Interests:

Reading books, playing football and Learning new skills.

References:

Ramy Oraby (Senior Web Designer)
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