

## Curriculum Vitae

### Ahmed Elmahdy

PHP Full stack Web Developer - Web Designer

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#### About me

I'm passionate about my day to day work: Coding! I love it so much that when people ask me how I can do "the same work" for so many years I always answer that "I have never worked a day in my life since my work is also my hobby :)

#### Skills

PHP	<div style="width: 100%;"></div>
MVC	<div style="width: 100%;"></div>
OOP	<div style="width: 100%;"></div>
Git	<div style="width: 100%;"></div>
Laravel	<div style="width: 100%;"></div>
MySQL	<div style="width: 100%;"></div>
HTML	<div style="width: 100%;"></div>
CSS	<div style="width: 100%;"></div>
Bootstrap	<div style="width: 100%;"></div>
JavaScript	<div style="width: 100%;"></div>
Ajax	<div style="width: 100%;"></div>
jQuery	<div style="width: 100%;"></div>
WordPress	<div style="width: 100%;"></div>
Web Services	<div style="width: 100%;"></div>
XML	<div style="width: 100%;"></div>
Json	<div style="width: 100%;"></div>
Photoshop	<div style="width: 100%;"></div>
Adobe XD	<div style="width: 100%;"></div>
User Interface	<div style="width: 100%;"></div>
SEO	<div style="width: 100%;"></div>
AdWords	<div style="width: 100%;"></div>
Digital Marketing	<div style="width: 100%;"></div>

#### Interests

## Work Experience

More Than 10 Years of Experience

### Full-stack Developer

Company Name: **Zolol net**

Dates Employed Jul 2019 – Present

Location: Jeddah Governorate, Saudi Arabia

- Developing front end website architecture.
- Designing user interactions on web pages.
- Developing back end website applications.
- Creating servers and databases for functionality.
- Ensuring cross-platform optimization for mobile phones.
- Ensuring responsiveness of applications.
- Working alongside graphic designers for web design features.
- Seeing through a project from conception to finished product.
- Designing and developing APIs.
- Meeting both technical and consumer needs.
- Staying abreast of developments in web applications and programming languages.

### Senior PHP Programmer and Digital Marketing Consultant

Company Name: **Tamayoz Arabia**

Total Duration 5 yrs

Location: Jeddah Governorate, Saudi Arabia

- Responsible for creating and implementing an Web-based products using PHP, MySQL, Ajax, and JavaScript. Developing back-end components, connect the application with other web services, and assist front-end developers by ensuring their work integrates with the application.
- Integration of user-facing elements developed by front-end developers
- Build efficient, testable, and reusable PHP modules
- Solve complex performance problems and architectural challenges
- Integration of data storage solutions
- Determining the most suitable business models for businesses.
- Developing suitable digital marketing strategies based on clients' business models.
- Evaluating brands' target customers to identify the social media channels that would provide the best opportunities for customer engagement.
- Calculating clients' return on ad spend (ROAS) and comparing it against industry averages.
- Evaluating clients' marketing budgets and allocating spending on various marketing needs accordingly.
- Assisting clients in launching new websites and apps.
- Assessing clients' current digital marketing strategies and suggesting improvements accordingly.
- Performing SEO audits to identify various issues impacting clients' search engine performance.
- Identifying new opportunities to encourage customer engagement.

- Coding
- RC Airplanes
- Electronics
- Poetry
- Reading

## Language

- Arabic
- English

## PPC Specialist

Company Name: **WSI Stream**

**Employment Duration 9 months**

Location: **Jeddah Governorate, Saudi Arabia**

- Manages internet pay-per-click advertising campaigns including the strategy, design, implementation, SEO, and analysis of ad performance.
- Keyword research: Understanding how people search for any product or service is a must for a PPC Specialist. keep up with trends, constantly research and test keyword choices, and be ready to change them.
- Landing page design: ads will direct clickers to a landing page where I have a few seconds to engage and delight readers. Perfecting these landing pages is an art that successful PPC specialist's share. Without a strong landing page, all your efforts are for naught.
- Trend watching: This alone can prove to be a full-time job. SEO trends and understanding how to outsmart Google's everchanging algorithms. intimate relationship with consumers, so I understand what they will respond to and also what technology is driving them each day. know all of this, along with societal trends, to keep on top of keywords and landing page designs.

## Web Developer

Company Name: **Engazz Web solution**

Dates Employed: **Jun 2013 – Jul 2014** Employment Duration **1 yr 2 mons**

Location: **Egypt**

- Write and Edit PHP Code
- Develop and Implement PHP Modules
- Test and Troubleshoot Applications
- Coordinate with Frontend Developers and Project Managers
- Integrate Server-Side Code with Third-Party Modules
- Meet Directly with Clients

## Web Development instructor

Company Name: **4trainee**

Dates Employed: **Apr 2010 – Apr 2014** Employment Duration **3yr1 mons**

Location: **Egypt**

- Teach assigned courses
- Adequately prepare all course materials and lessons.
- Provide each student with clear course expectations, evaluations and timelines through carefully written topical outlines and approved, standardized syllabus
- Provide Interesting and relevant assignments for students that demonstrate learning outcomes in a real-life setting
- Suitably challenge, engage, serve and communicate with students to encourage their participation and learning while maintaining mutual value and respect
- Ensure course and program learning outcomes are delivered as defined by the syllabus.

## Education

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### **Al-Azhar University**

Bachelor's degree

Field of Study: **chemistry and physics**

Graduation: **2009**

## Licenses & Certifications

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**Google**  
AdWords  
**CERTIFIED**

### **Google Certified AdWords Specialist**

Issuing authority: AdWords Specialist

Issued date and Sep 2014 Expired Sep 2015



**ICDL**  
International Computer  
Driving Licence