

Shady Jad

IT Engineer | Web Developer | AI Solutions Developer

Location: Egypt - Cairo

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Professional Summary

Electrical and Computer Engineering graduate with hands-on experience as a freelance IT Engineer, Web Developer, and AI Solutions Developer. Skilled in building WordPress websites, managing IT systems, networks, hardware/software maintenance, and implementing AI-driven automation tools that help companies streamline tasks and optimize workflows. Currently managing multiple web projects for corporate clients.

Technical Skills

- **Web Development:** WordPress, WooCommerce, LMS, HTML, CSS, JavaScript, Responsive Design
 - **IT Engineering & Networking:** Server Setup & Administration, Network Configuration, Hardware & Software Maintenance, Backup & Recovery, Security Fundamentals
 - **Domain & Email Management:** Domain registration and management, Email setup and configuration, Security and access control
 - **AI & Automation:** Developing AI tools for task automation, workflow optimization, and custom business solutions
 - **API Integration:** Payment Gateways, SMS Providers, External Services
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Professional Experience

Freelance IT Engineer, Web Developer & AI Solutions Developer

2011 – 2017

- Developed WordPress websites and WooCommerce stores for various clients.
- Managed IT systems including servers, networks, and hardware/software troubleshooting.

- Integrated websites with external services such as payment gateways and notification systems.

Digital Marketing Strategy Manager | iLamp Agency *Cairo, Egypt*

2017 – 2025

Led the development and execution of comprehensive digital marketing strategies, driving strategic growth and measurable results across multiple platforms. Key responsibilities and achievements included:

- Developed and communicated the overall digital vision and established strategic marketing objectives aligned with business goals
- Created comprehensive digital and content strategies across all marketing channels and touchpoints
- Managed and optimized high-performing digital marketing campaigns, ensuring ROI and brand consistency
- Led creative content direction and production, collaborating with design and production teams
- Conducted detailed performance analysis and generated actionable insights from campaign metrics
- Implemented continuous evaluation and optimization mechanisms across digital platforms (social media, email, paid advertising)
- Demonstrated strong leadership and strategic acumen in expanding the company's digital presence and achieving measurable growth

Digital Marketing & Web Solutions Specialist | Al-Karama Agency (Digital Marketing, Advertising & Digital Services) *Cairo, Egypt*

2025- Present

Leading digital transformation initiatives and integrated marketing solutions for enterprise and SME clients. Driving measurable business growth through strategic digital marketing, custom web development, and comprehensive digital transformation projects. Key responsibilities and achievements include:

- Developing and executing integrated digital marketing strategies across multiple channels (SEO, SEM, social media, email, content marketing)
- Designing and developing high-converting responsive websites using modern frameworks and best practices
- Leading comprehensive digital transformation projects to modernize client business operations and online presence

- Managing and optimizing paid advertising campaigns (Google Ads, Facebook, Instagram, TikTok) with focus on ROI and conversion optimization
 - Conducting market research and competitive analysis to inform strategic recommendations
 - Creating and implementing data-driven content strategies and marketing funnels
 - Collaborating with clients to define KPIs, track performance metrics, and delivering detailed reporting and insights
 - Mentoring team members on digital marketing best practices and emerging technologies
 - Ensuring all digital solutions align with brand guidelines and business objectives
 - Designed AI-based tools and scripts to automate repetitive business tasks and optimize internal processes.
 - Currently working on **two websites for Karma Advertising Company**.
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Education

Bachelor of Electrical and Computer Engineering
HTI -Elminia

Selected Projects

- **E-commerce Website** – Complete online store development, payment integration, and performance optimization.
 - **private Websites** – Responsive web design, content management, SEO basics.
 - **AI Automation Tools** – Custom scripts and programs to help companies automate internal processes and repetitive tasks.
 - **IT Infrastructure & Hardware Maintenance** – Network setup, server management, device troubleshooting, and security.
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Certifications / Training

- WordPress & WooCommerce Development
 - Web Development Courses (HTML, CSS, JS, PHP)
 - IT Hardware & Network Fundamentals
 - AI & Automation Applications
 - Digital Marketing Certificate – Google
 - Training of Trainers (TOT)
 - Website Security and Email Management
 - **Currently pursuing:** Specialized Diploma in Marketing and Digital Transformation – ESLSCA University
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Languages

- Arabic – Native
- English – Very Good