



Amr Adel

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ABOUT ME

Results-driven **IT Specialist, Full-Stack Developer, and Digital Marketer** with **14+ years** of experience in software development, network engineering, and business leadership. Proven expertise in **.NET, Python, digital marketing, video production, and IT infrastructure**. A strong leader with a track record of founding and managing successful companies in the **tech and media** industries. Open to **global opportunities** to apply technical and strategic expertise in innovative environments.

WORK EXPERIENCE

Founder & Commercial Director

DiGiPL [01/06/2019 – Current]

Address: 184H Pyramids Gardens, 12522 Giza (Egypt) | **Business or sector:** Information and communication

- **Strategic Leadership:** Develop and execute the agency's vision and long-term strategy to drive growth and market presence.
- **Business Development:** Identify and pursue new business opportunities, fostering relationships with clients to expand the agency's portfolio.
- **Client Relationship Management:** Oversee client engagements, ensuring satisfaction and delivering tailored digital solutions that meet their needs.
- **Team Building and Management:** Recruit, mentor, and lead a talented team, cultivating a collaborative and innovative work environment.
- **Financial Oversight:** Manage budgets, forecasts, and financial performance to ensure profitability and sustainability of the agency.
- **Brand Positioning:** Strengthen DiGiPL.com's brand identity and market positioning through effective marketing strategies and communication.
- **Performance Monitoring:** Analyze market trends and agency performance metrics to optimize operations and service offerings.

[DiGiPL.com](https://digiPL.com)

Chief marketing officer

TrueValuez For Marketing and Business Solutions [01/03/2017 – 01/06/2019]

Address: 28 Mahmoud Hassan st. helipolis, Cairo (Egypt) | **Business or sector:** Information and communication

- **Strategic Marketing Leadership:** Develop and implement comprehensive marketing strategies tailored for real estate brokerage and project marketing to drive growth and brand awareness.
- **Market Research and Analysis:** Conduct in-depth market analysis to identify trends, assess competition, and understand customer needs within the real estate sector.
- **Brand Development:** Enhance brand visibility and reputation through effective storytelling and targeted campaigns that resonate with potential buyers and investors.
- **Digital Marketing Management:** Oversee digital marketing initiatives, including SEO, PPC, social media, and content marketing to attract and engage target audiences.
- **Lead Generation Strategies:** Design and execute lead generation campaigns to support the sales team in acquiring high-quality real estate clients.
- **Collaboration with Sales Teams:** Work closely with sales teams to align marketing efforts with business objectives and improve conversion rates.
- **Performance Metrics Evaluation:** Analyze marketing performance metrics and ROI, adjusting strategies as needed to ensure optimal effectiveness.

Chief Technology Officer

Ertekaa The Enhancement of Integrated Services and Waste Recycling [01/09/2015 – 01/01/2017]

Address: Haram City 6 October, 12575 6 October (Egypt) | **Business or sector:** Water supply; sewerage, waste management and remediation activities

- **Lead Technological Innovation:** Drive the development and implementation of cutting-edge technologies to enhance waste recycling and integrate services effectively.
- **Manage IT Strategy:** Oversee the IT unit, ensuring alignment with organizational goals and enhancing operational efficiency in Cairo and Gouna.
- **Biometric System Development:** Spearhead the development and deployment of a biometric system to optimize service delivery and data management.
- **Collaboration with Governance:** Work closely with the Sawiris Foundation board to align technology initiatives with broader community objectives.
- [Sawiris Foundation Board](#)
- **Team Leadership:** Mentor and manage the IT team, fostering a culture of innovation and continuous improvement.
- **Stakeholder Engagement:** Liaise with internal and external stakeholders to ensure technology solutions meet user needs and drive sustainability strategies.

ICT Consultant

Allied Professionals Technology (APT) – HP authorized service center [01/01/2012 – 01/08/2015]

Address: 26 Mahmoud hassan Helipolis, Cairo (Egypt) | **Business or sector:** Information and communication

- **Technology Assessment:** Evaluate existing IT systems and infrastructure to identify opportunities for enhancement and optimization.
- **Consultation on New Projects:** Provide expert guidance on the planning and implementation of new IT projects, ensuring alignment with organizational goals and HP standards.
- **Solutions Development:** Design and recommend innovative IT solutions tailored to meet client needs and improve operational efficiency.
- **Technical Support and Troubleshooting:** Offer advanced technical support and troubleshooting assistance for HP products and services to ensure top-tier client satisfaction.
- **Training and Knowledge Transfer:** Conduct training sessions for staff and clients to enhance their understanding of new technologies and best practices.
- **Collaboration with Stakeholders:** Work closely with management and technical teams to ensure timely delivery of services and adherence to project timelines.
- **Monitoring and Reporting:** Track project progress, evaluate performance, and provide regular updates to stakeholders.

ICT Operations & IT Manager

TechnoFann [01/01/2010 – 01/12/2011]

City: Cairo | Country: Egypt | Business or sector: Information and communication

Link: <https://www.youtube.com/watch?v=04i-apHDtUs>

- **IT Department Management:** Lead and oversee the IT department, ensuring the smooth operation of all technology systems and services.
- **New Schema Deployment:** Implement and manage new IT infrastructure schemas to enhance workflow efficiency within the animation production process.
- **Rendering Farm Development:** Design and establish a state-of-the-art rendering farm server room, optimizing performance and scalability for high-quality animation rendering.
- **Network Management:** Ensure robust network architecture and connectivity to support demanding animation workflows and collaboration among teams.
- **Team Collaboration:** Work closely with creative and production teams to align IT resources with project requirements, facilitating seamless production processes.
- **Technical Support:** Provide advanced technical support and troubleshooting for IT-related issues, ensuring minimal downtime for animation projects.
- **Performance Monitoring:** Monitor IT systems' performance metrics and implement improvements to enhance reliability and speed.

[TechnoFann Animation](#)

ICT Network & Area Engineer

Allied Professionals Technology (APT) – HP authorized service center [01/03/2005 – 01/01/2010]

City: Cairo | Country: Egypt | Business or sector: Information and communication

- **Installation of IT Infrastructure:** Install and configure HP servers and PCs to support the educational enhancement project effectively.
- **Network Setup and Management:** Establish and manage the network infrastructure to ensure reliable connectivity and optimal performance across all faculties.
- **Training Delivery:** Provide training sessions for professors and laboratory technicians on new technologies and systems, enhancing their technical skills and operational effectiveness.
- **Technical Support:** Offer ongoing technical support and troubleshooting for installed hardware and software, ensuring minimal disruption to educational activities.
- **Collaboration with Stakeholders:** Work closely with project teams from ORASCOM to align IT implementations with overall project goals and timelines.
- **Documentation and Reporting:** Maintain accurate documentation of installations, training materials, and project progress, ensuring transparency and accountability.

[Faculties of Education Enhancement Project](#)

Chief Technology Officer

ITC GROUP (Gulf Air & TRIANON Bakery) [01/11/2004 – 01/03/2005]

City: Cairo | Country: Egypt | Business or sector: Transportation and storage

- **IT Infrastructure Management:** Oversee all computer maintenance and ensure the reliability and security of IT systems across the organization, including Gulf Air ticketing and TRIANON Bakery.
- **Network Installation and Management:** Lead the installation and configuration of computer networks to provide robust connectivity and support operational efficiency.
- **Point of Sale (POS) Support:** Troubleshoot and resolve technical issues related to TRIANON's Point of Sale systems, ensuring seamless transaction processes and customer service.
- **Technology Strategy Development:** Develop and implement a technology strategy that aligns with business goals and enhances operational capabilities.
- **Staff Training and Support:** Provide training and support to staff on new systems and technologies, enhancing their technical proficiency and productivity.
- **Collaboration with Teams:** Work closely with operational teams to identify technology needs and implement solutions that drive performance and customer satisfaction.

[ITC GROUP](#)

IT Manager

DELTA SHARM INTERNET OASIS [01/12/2003 – 01/11/2004]

City: Sharm El Sheikh | Country: Egypt | Business or sector: Information and communication

- **IT Infrastructure Management:** Oversee all aspects of computer maintenance, ensuring optimal performance and reliability of IT systems used at Delta Sharm Resort.
- **Network Installation and Management:** Lead the installation and configuration of computer networks to provide seamless internet connectivity throughout the resort.
- **Technical Support and Troubleshooting:** Provide on-site technical support for hardware and software issues, resolving problems promptly to minimize downtime for staff and guests.
- **System Security:** Implement and maintain security protocols to protect sensitive data and ensure secure internet access for users.
- **Vendor Coordination:** Collaborate with external vendors for equipment procurement and service contracts, ensuring high-quality support and service delivery.
- **Staff Training:** Train resort staff on IT systems and best practices for effective use of technology and reporting issues.
- **Monitoring and Reporting:** Track network performance and generate reports on system health, user activity, and service uptime for management review.

[DELTA SHARM](#)

ICT operations manager

Inside Information Technology IIT [01/04/2003 – 01/11/2003]

City: Cairo | Country: Egypt | Business or sector: Information and communication

- **IT Operations Management:** Oversee all computer maintenance activities, ensuring optimal performance and reliability of IT systems.
- **Network Installation and Management:** Lead the installation and configuration of computer networks, optimizing connectivity and functionality across the organization.
- **Technical Support:** Provide expert technical support for hardware and software issues, troubleshooting and resolving problems efficiently to minimize operational disruptions.
- **System Security Oversight:** Implement security measures to protect sensitive data and ensure safe network operations.
- **Vendor Management:** Collaborate with vendors for equipment procurement and service agreements, ensuring the timely delivery of high-quality technology solutions.
- **Performance Monitoring:** Monitor IT systems and network performance, generating reports to assess efficiency and identify areas for improvement.
- **Staff Training and Development:** Train staff on IT best practices and new technologies, fostering a culture of tech-savvy awareness within the organization.

ICT Operations Manager

Compumagic International [01/11/2000 – 01/03/2003]

City: Cairo | Country: Egypt | Business or sector: Information and communication

- **IT Operations Oversight:** Manage all aspects of computer maintenance, ensuring high reliability and performance of IT systems.
- **Network Installation and Management:** Lead the installation and configuration of computer networks to support seamless operations across the organization.
- **Production Line Development:** Established the first production line capable of assembling 50 PCs per day in 1997, contributing to a national project.
- **Staff Training and Development:** Conduct training sessions for all Compumagic staff to enhance technical skills and ensure operational efficiency.
- **Technical Support:** Provide ongoing technical support and troubleshooting for hardware and software issues, minimizing downtime.
- **Process Improvement:** Continuously assess and improve operational processes to enhance productivity and quality in IT operations.
- **Collaboration with Stakeholders:** Work closely with management and project teams to align IT initiatives with business objectives.

[Compumagic International](#)

computer hardware repair technician

Graphic international center (distributor of MICRONPC, USA) [01/07/1999 – 01/08/2000]

City: Abu Dhabi | Country: United Arab Emirates | Business or sector: Information and communication

- **Hardware Maintenance and Repair:** Perform comprehensive computer maintenance and repair services on various hardware components to ensure optimal functionality.
- **Diagnostics and Troubleshooting:** Conduct diagnostics to identify hardware issues, employing advanced troubleshooting techniques to resolve problems efficiently.
- **Installation of Components:** Install, configure, and upgrade computer hardware components, ensuring compatibility and performance.
- **Quality Assurance:** Test repaired and newly installed hardware to verify functionality and adherence to quality standards.
- **Customer Support:** Provide technical support and guidance to customers, addressing inquiries and assisting with hardware-related issues.
- **Inventory Management:** Maintain an organized inventory of hardware parts and tools, ensuring readiness for repairs and replacements.
- **Documentation:** Document repair processes and maintain records of service performed for future reference and quality control.

[Graphic International Center](#)

computer hardware repair technician

Compumagic International [01/10/1996 – 01/05/1999]

City: Cairo | Country: Egypt | Business or sector: Information and communication

- **Training While Academic Studies**
- **Technical Support:** Provide technical support by performing routine maintenance and repairs on computer hardware, ensuring optimal performance and reliability.
- **Diagnostics and Troubleshooting:** Skillfully diagnose hardware issues and troubleshoot problems to deliver timely and effective solutions.
- **Installation and Upgrades:** Assist in the installation and upgrading of computer components, ensuring compatibility and enhancing system capabilities.
- **Maintenance and Repair:** Conduct thorough maintenance on computer systems as part of training, gaining hands-on experience in hardware repair processes.
- **Customer Assistance:** Support customers with inquiries and technical issues related to computer hardware, fostering a positive service experience.
- **Documentation:** Maintain accurate records of repairs and services performed, contributing to a transparent and organized workflow.
- **Collaboration with Team:** Work alongside experienced technicians to learn best practices in hardware repair and enhance technical skills during faculty studies.

[Compumagic International](#)

EDUCATION AND TRAINING

Microsoft Certified System Engineer (MCSE) on Windows Server 2003

Microsoft Certification [01/01/2009 – 22/02/2010]

Country: Egypt | Field(s) of study: Computing | NQF Level: Other

<https://learn.microsoft.com/en-us/users/amradeldotcom/transcript/v0yy9un3pl65ey8>

Microsoft Certified IT Professional (MCITP) Enterprise Administrator on Windows Server 2008

Microsoft Certification [01/01/2009 – 22/02/2010]

Country: Egypt | Field(s) of study: Computing | NQF Level: Other

<https://learn.microsoft.com/en-us/users/amradeldotcom/transcript/v0yy9un3pl65ey8>

Computer Engineer

6th of October University [01/09/1996 – Current]

City: 6 October | Country: Egypt | Field(s) of study: Engineering and engineering trades | NQF Level: Upper secondary education

Stopped last year due to my mother's death in the UAE and financial issues.

Secondary School Holder From UAE

ElMotanaby Secondary School [01/09/1993 – 01/06/1996]

City: Abu Dhabi | Country: United Arab Emirates | NQF Level: Basic education

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING B1 **READING** B2 **WRITING** B1

SPOKEN PRODUCTION B1 **SPOKEN INTERACTION** B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Able to adapt to new situations and system. / Good knowledge of pc software and hardware / Network Maintenance and Troubleshooting / Conducting Detailed Research / Ability to learn quickly and communicate with others / Team-work oriented / Good listener and communicator / INTERNET AND SOCIAL MEDIA / Cross Cultural Skills / Demonstrated leadership skills and a team player. / Leadership, Critical thinking and Emotional Intelligence / Social Media / Social Network / Good Communication and Writing Skills / Proficiency of using computer and internet / Creativity and Attention to Detail. / Research and analytical skills / Hard working, arranged, responsible / Browsing the Internet (experienced) / Ability to work in a team and autonomously / Ability to work effectively and efficiently under pressure / Web development (HTML/CSS, JavaScript) / Organizational and planning skills / I.T. Troubleshooting / Network concepts knowledge (NAT, DNS, DHCP, Firewall rules) / Network Troubleshooting, Computer Hardware and Software Installation / Microsoft Certified Solutions Expert (MCSE) - Windows Servers / MCSA 2008 / Network System Design / Network Infrastructure (Advanced) / Core Network Support / Microsoft Windows Server All Versions / Linux (Server) / Installing and operation of Microsoft XP, Windows 7,8 & 10 MS-Office / ASP Core / Programming Languages HTML JAVASCRIPT CSS PHP C ASPNET / manage ICT project / business strategy concepts / marketing management / plan digital marketing / brand marketing techniques / Computer technology / web programming / database management systems / e-commerce systems / ASP.NET / maintain ICT server / administer ICT system / install hardware / search engines / graphic design / digital marketing techniques / perform image editing / plan marketing campaign / Install and blinding wired and wireless Networks / Excellent experience in network problems (troubleshooting). / Excellent experience in Designing Network Infrastructures & Securities / Excellent experience in hardware components maintenance / Disaster Recovery / Data Center / Communication & Presentation skills / Digital Marketer / MCITP Enterprise Administrator / IT Manager / Photographer / Movie Editor / Python (computer programming) / social media management

OTHER SKILLS

ACHIEVEMENTS

ACHIEVEMENTS

- Developing DiGiPL and Almost its clients websites and integrate it to payment Gateways.
- I am from school of Computer and Technology backgrounds, i was joined Computer Engineering Faculty in 1996 then working in fields of IT, then i learned farther about programming languages and take course of mastering c# after that i trying always to improve my skills by learning new technics and frameworks, then began started applicate that by learning digital marketing to complete the picture.
- Get Certified 1. Microsoft Certified IT Professional (MCITP) Enterprise Administrator on Windows Server 2008. 2. Microsoft Certified System Engineer (MCSE) on Windows Server 2003. <https://learn.microsoft.com/en-us/users/amradel.com/transcript/v0yy9un3pl65ey8>
- 2008 Create First Nonprofit Egyptian Online Radio.
- 2004 write a book "how to drive your secretary to build a network".
- Creating 1st production line to assembly 50 pc/day in 1997 by training all Compumagic staff to cover National Project.

PUBLICATIONS

[2004]

how to drive your secretary to build a network

<http://www.nashiri.net/index.php/ebooks/93-2015-08-10-19-36-09>

2004 how to drive your secretary to build a network

EBook Post on zajilnet then published ebook in nashiri.net.

<http://www.nashiri.net/index.php/ebooks/93-2015-08-10-19-36-09>

PROJECTS

Faculties of Education Enhancement Project (FOEP)

2005 Installing HP Servers In addition, pc's & Training Prof [Visit Site](#)

Networks & IT Senior · 2005 Installing HP Servers

In addition, pc's & Training Professors and Laboratories Technicians within Faculties of Education Enhancement project by ORASCOM

VOLUNTEERING

[2014 – Current] Egypt

Creating Dogs Lovers Services to help street dogs

2014 Creating Dogs Lovers Services to help street dogs

<https://www.facebook.com/DogsOasis>

Link: <https://www.facebook.com/DogsOasis>

CREATIVE WORKS

[2010 – Current]

My Creative Digital Works

1. 2008 Create First Nonprofit Egyptian Online Radio.
2. 2010 Building My TV. Competition from Local PC [Episode 01](#) [Episode 02](#) [Episode 03](#)
3. 2019 Editing All My Closed Company DiGiPL Videos Campaigns Channel <https://youtube.com/DiGiPL> and developing many Wordpress websites with integration with payments gateways and e-commerce solutions like <https://DiGiPL.com>

DRIVING LICENCE

Driving Licence: B

Someone From Another Planet :)



Amr Adel