

AHMED HAMDY

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Summary

Strategic Digital Director & CTO Executive Leader with 25 years of experience at the intersection of **IT Infrastructure, Digital Marketing, and Business Operations**. Proven ability to bridge the gap between technical engineering and financial performance, managing project budgets, P&Ls, and revenue growth strategies. A versatile leader who combines deep analytical skills with a **creative background in professional photography and design**, ensuring digital solutions are not only robust and profitable but visually compelling.

Skills

Executive Leadership & Strategy: Digital Transformation, Technology Roadmapping, Agile Project Management, Budgeting & Cost Control, Vendor & Stakeholder Management, Business Continuity Planning, SaaS Product Strategy, Remote Team Leadership

Web Architecture & Development: CMS & Platforms: WordPress (Advanced Customization/Security), SaaS Architecture, E-Commerce Solutions. **Stack:** HTML/CSS, PHP, SQL. **UI/UX:** User Journey Mapping, Wireframing, Responsive Design Principles.

Infrastructure, Cloud & Security: Server Admin: Linux VPS Management, WHM/cPanel Administration, Server Hardening. **Email & Deliverability:** Amazon SES, Acelle Mail, Exim, Postfix, DNS Management (SPF/DKIM/DMARC). **DevOps:** Backup Strategies, SSL/TLS Implementation, Workflow Automation (n8n, Zapier).

Digital Marketing & Growth: Strategy: SEO/SEM (On-page & Off-page), Conversion Rate Optimization (CRO), ROI Analysis. **Analytics:** Google Analytics (GA4), Google Search Console, Performance Tracking. **Campaigns:** Email Marketing Automation, Social Media Optimization (SMO), Lead Generation Funnels.

Business & Financial Strategy: P&L & Budget Management, Revenue Growth Strategy, Service Pricing Models, Vendor Contract Negotiation, ROI Forecasting, Cost Reduction & Resource Allocation, Key Account Management, Cash Flow Optimization

Creative Content & Branding: Visual Assets: Professional Photography, Video Production, Photo Editing. **Tools:** Adobe Creative Suite (Photoshop, Illustrator, Premiere), Brand Identity Design.

Experience

SYNTAX INFORMATION TECHNOLOGY | Cairo, Egypt

Managing Executive | 02/2014 - Present

- Leading and managing cross-functional teams in end-to-end development and design of high-impact websites for diverse clients and internal projects.
- Executing comprehensive digital marketing campaigns, increasing lead generation and website traffic by ~80%.
- Utilizing advanced web analytics to optimize client strategies, improving website performance and achieving business goals.
- Boosting client search rankings with advanced SEO strategies and strategic keyword research.
- Developing tailored SEO strategies using keyword research, competitive analysis, domain authority, and rankings for successful campaigns.
- Managing full lifecycle development and maintenance of IT systems for small business clients, ensuring reliability and efficiency.
- Optimizing hosting infrastructure for over 40 client accounts, enhancing availability, performance, and security.

JUST MENTION IT | Giza, Egypt

CTO | 03/2018 - 03/2019

- Directed the company's technology strategy, identifying opportunities for digital transformation that directly supported business growth and market expansion.
- Led cross-functional teams in the design and deployment of custom web solutions, serving as the bridge between technical execution and client business objectives.

- Modernized internal workflows and development standards, significantly improving project delivery times and client satisfaction.
- Conducted continuous market analysis to adopt emerging technologies, keeping the company and its clients ahead of industry trends.

GAT TOURS EGYPT | Giza, Egypt
E-Commerce & IT Consultant | 09/2011 - 09/2013

- Acting as an IT Manager, supervising the IT specialist with technical support and network maintenance duties.
- Managing a team to develop, design and maintain company's website(s), managed full project(s) lifecycle: strategy, design, development, testing, and implementation.
- In charge of company's online presence.
- Planning online marketing campaigns.
- Managing the company's website(s) SEO, SMO.
- Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI.
- Achieved #1 organic search ranking, improving from Page 12, through targeted SEO strategies.
- Enhanced company's TripAdvisor presence by actively managing reviews and coordinating responses, significantly boosting online reputation and customer engagement.

INDEPENDENT IT CONSULTANT & BUSINESS OWNER | Cairo, Egypt
Self-Employed / Various Clients | 01/2002 - 08/2011

Founded and operated a technical workshop providing outsourced IT management and infrastructure support. Managed concurrent contracts for the following key clients:

- **Mercury Communications (2002–2008):** Managed the full lifecycle of network infrastructure, including capacity planning and hardware maintenance. Designed and implemented custom registration software for the **Cairo ICT Exhibition**, streamlining visitor management.
- **GAT Tours (2004–2006):** Served as the external Webmaster and Senior IT Officer, handling all website development, graphic design, and workstation support.
- **Technical Workshop (2002–2004):** Delivered direct PC maintenance, hardware repair, and troubleshooting services for a client base of 20+ monthly users.
- **Freelance Projects (2009–2011):** Executed digital marketing campaigns for 30+ companies and achieved front-page organic search rankings through targeted SEO strategies.

GRAND PYRAMIDS HOTEL
Assistant IT Manager | 10/2006 - 05/2009

- Managed and maintained WAN, LAN, file/mail servers, and hotel management systems.
- Designed and maintained the hotel's website, including content updates and enhancements.
- Created and designed printed materials for the hotel.
- Oversaw daily operations to ensure smooth functioning of critical IT infrastructure.
- Implemented security measures to protect IT infrastructure and data.
- Collaborated with team members to troubleshoot and resolve IT issues.

Languages

Arabic: Native, English: Full Professional Proficiency

Education

Modern Academy in Maadi | Cairo, Egypt
B.Sc. in Computer Science & Management Technology | 06/2001

Creative Interests

- **Professional Photography & Videography:** Former professional photographer with an extensive library of travel and documentary work; skilled in visual storytelling, video production, and composition.
- **Creative Writing:** Passionate about narrative structure, applying creative storytelling concepts to digital branding strategies.