MOHAMED GOMAA BESHER

Business Systems & Digital Solutions Specialist | Sales & Business Development Executive | Customer Service Representative | Finance & Administration Assistant | Marketing & Content Coordinator | Operations & Supply Chain Coordinator

Cairo (Ain Shams area), Egypt | 01122523299 | mohamedgomaabesher@gmail.com | LinkedIn: www.linkedin.com/in/mohamedgomaa53

PROFESSIONAL SUMMARY

Business Information Systems (BIS) graduate (2026, GPA 3.4) from the Arab Academy for Science, Technology & Maritime Transport (AASTMT), College of Business, with additional study in finance, accounting, and marketing. Combines hands-on academic and simulated project experience in business and systems analysis, SQL Server database design, Power BI, Odoo ERP, and HubSpot CRM with part-time experience at ES TECH across business systems, sales, customer service, finance administration, marketing, and operations. Completed professional training with CIB x IFC, Banque Misr x Google x EBSM, the Corporate Finance Institute (CFI), HP LIFE, NVIDIA, Google, Cisco, Edraak, and ITI Mahara-Tech. Active student volunteer in the AASTMT Student Union, GDG on Campus, Rally Entrepreneurship, ASME, and the CMT Marketing Committee. Strong analytical, communication, and problem-solving skills with a multidisciplinary foundation across Business Analysis, Business Intelligence, Finance, Marketing, Technology, and AI.

KEY ACHIEVEMENTS

- Graduated in 2026 with a Bachelor of Business Information Systems, GPA 3.4; completed the SME360 graduation project and successfully presented it before an evaluation committee.
- SME360 entrepreneurship prototype tested with 15 business owners; 9 said they would pay monthly. Customer feedback added mobile and POS integration to the roadmap.
- Earned the CFI Corporate Finance Foundations Professional Certificate (5 courses, NASBA-accredited) with a 94% final exam score, including 100% in Business Finance: Introduction to Financial Modeling.
- Scored 100% in NVIDIA DLI Generative AI Fundamentals and 53/60 (88.3%) in the HubSpot Social Media Marketing II certification exam.
- Selected for the Banque Misr x Google x EBSM online training program and completed the CIB Summer Program “The Green Leap” (with IFC, World Bank Group).
- Recognized with certificates of contribution for the AASTMT Student Union, GDG on Campus, Rally Entrepreneurship, ASME AAST, and the CMT Marketing Committee.

SKILLS

Technical Skills

Business & Systems Analysis: Business Analysis, Systems Analysis & Design, Requirements Documentation, Business Process Modeling (BPMN), As-Is / To-Be Process Design, Data Flow Diagrams (DFD), Entity Relationship Diagrams (ERD), Use Case Analysis, SWOT, PESTEL, MOST, SDLC, Agile (Scrum, Kanban)

Databases & Business Intelligence: Microsoft SQL Server & SSMS (SELECT, INSERT, UPDATE, DELETE, JOIN, GROUP BY, Stored Procedures, Views, Functions, Triggers, Constraints, Backup & Restore, Security & Permissions), MySQL, phpMyAdmin, Power BI (Data Preparation, Data Modeling, Star Schema, DAX, Dashboards, KPIs, Row-Level Security), Advanced Excel, Google Analytics, Python (Pandas, NumPy, Matplotlib, Seaborn)

ERP & CRM Systems: Odoo ERP (Sales, Purchase, Inventory, Accounting, CRM, HR, Manufacturing/MRP, Reports & KPIs, Access Rights), HubSpot (CRM, CMS, Inbound Marketing, Social Media Marketing)

Web & Programming: PHP, MySQL, Apache, XAMPP, Laragon, CRUD Applications, Front-End / Back-End Integration, SWI-Prolog (Logic Programming, Expert Systems), Arduino Uno

Finance & Accounting: Financial Statement Analysis, Ratio Analysis, Financial Modeling & Forecasting, Pro-Forma Statements, Corporate Finance, Capital Budgeting (NPV, IRR, Payback), WACC, DCF Valuation, Operational Budgeting, Cash Flow Management, ESG & Sustainable Finance, Invoicing & Expense Records

Digital Marketing & Content: Digital Marketing Strategy, SEO, SEM, Google Ads, Social Media Management, Content Strategy, Bilingual Copywriting (Arabic/English), Email Marketing, E-Commerce Optimization, Marketing Planning (4Ps, Business Model Canvas)

AI & Cybersecurity: Generative AI, Prompt Engineering, NLP, Deep Learning for NLP, Cybersecurity Risk Assessment, Threat Identification, Incident Investigation & Reporting

Operations & Production: Inventory Control, Supply Chain Coordination, Quality Assurance, CNC & Laser Cutting/Engraving, Large-Format & Offset Printing, Graphic Design & Branding, 3D/CAD Modeling, Printer Troubleshooting (Epson, Brother)

Office & Project Tools: Microsoft Office (Word, Excel, PowerPoint), Microsoft Project (Scheduling, Resource Allocation, Cost Estimation)

Professional Skills

Customer Service & Complaint Handling, Customer Relationship Management (CRM), Account Management, B2B Sales & Business Development, Negotiation, Customer Needs Analysis, Cross-Selling, Project Coordination, Workflow Coordination, Stakeholder Communication, Business Communication, Presentation Skills, Research & Data-Driven Decision-Making, Documentation & Reporting

Personal Skills

Leadership, Teamwork & Cross-Team Collaboration, Communication & Active Listening, Problem Solving, Adaptability, Resilience, Time Management, Initiative, Attention to Detail, Continuous Learning

WORK EXPERIENCE

ES TECH – Elmasry Soft Tech for Business & Laser Advertising Solutions | Part-time | Aswan, Egypt | On-site | *Jan 2020 – Present across the roles below (part-time)*

Business Systems & Digital Solutions Specialist *Jun 2020 – Present* – • Connected business needs with digital solutions, enhancing operational efficiency and data management. • Organized and managed business information to facilitate better decision-making across departments. • Assisted in transitioning paper-based processes to structured digital workflows, improving accessibility. • Developed a practical understanding of how Information Systems support daily operations and strategic initiatives.

Finance & Administration Assistant *May 2020 – Present* – • Supported finance and administrative functions within a growing SME, gaining insight into business operations. • Assisted with invoicing and organized expense-related records to streamline financial processes. • Maintained structured documentation, enhancing organizational efficiency and compliance. • Gained practical exposure to the relationship between project costs and operational decision-making.

Operations & Supply Chain Coordinator *Apr 2020 – Present* – • Streamlined operations and enhanced project execution; coordinated with cross-functional teams to ensure smooth project delivery from design to installation. • Developed practical skills in workflow coordination, inventory control, and quality assurance. • Tracked project progress and communicated updates to maintain alignment across teams.

Sales & Business Development Executive *Jan 2020 – Present* – • Contributed to company growth by enhancing B2B sales and client relationships. • Identified and approached diverse potential customers, including businesses and institutions, to expand market reach. • Coordinated with internal teams to align customer requirements with production capabilities, ensuring project success. • Developed skills in negotiation, customer needs analysis, and sales follow-up.

Marketing & Content Coordinator *Feb 2020 – Present* – • Contributed to marketing initiatives by transforming project details into impactful content. • Supported client-facing communications and prepared marketing-oriented materials to engage customers. • Collaborated with Sales and Operations to ensure accurate representation of project outcomes. • Maintained consistent brand presentation across digital platforms, enhancing brand visibility.

Account & Customer Relations Coordinator *Mar 2020 – Present* – • Supported customer relations and account management, enhancing client satisfaction and retention. • Followed up with customers post-sale to monitor project delivery and address any concerns. • Communicated project updates and requirements between customers and internal teams. • Developed skills in account management, customer service, and CRM

processes.

Customer Service Representative *Jan 2024 – Jan 2026* – • Managed customer inquiries, requests, and complaints across phone and face-to-face/email channels, enhancing customer satisfaction. • Recorded and tracked customer requests and complaints using a CRM/ticketing system. • Analyzed customer needs and recommended complementary services (cross-selling), adding value for customers and revenue for the company. • Strengthened communication and active listening skills through direct customer interaction; used structured problem-solving techniques to improve service quality.

Supply Chain & Digital Operations Associate *Dec 2020 – Present* – • Supported raw material inventory control for production activities in printing and signage. • Assisted in monitoring stock levels to ensure project continuity and operational efficiency. • Contributed to digital content, enhancing the company's online presence and project visibility.

Maintenance & Field Operations Specialist *Nov 2020 – Present* – • Supported technical maintenance and on-site implementation of projects; assisted with servicing and troubleshooting of Epson and Brother printing equipment. • Participated in outdoor signage installations, ensuring adherence to site conditions. • Developed practical problem-solving skills through hands-on field operations.

Production & Fabrication Specialist *Oct 2020 – Present* – • Supported the production of customized advertising and promotional products. • Operated CNC and laser cutting/engraving processes for various materials. • Collaborated with design and operations teams to ensure accurate fabrication; conducted quality checks prior to delivery and installation.

Printing & Press Specialist *Sep 2020 – Present* – • Supported offset and commercial printing projects, ensuring adherence to customer specifications. • Gained hands-on experience in large-format printing applications, including banners and displays. • Assisted in preparing files and materials for various printing processes, focusing on quality and detail.

Cladding & Signage Specialist *Sep 2020 – Present* – • Supported the fabrication and assembly of cladding facades for commercial and advertising applications. • Collaborated with production and installation teams to ensure accurate signage preparation. • Developed a strong understanding of large-format signage and architectural advertising solutions, including illuminated signage, LED screens, and neon solutions.

Design & Creative Specialist *Aug 2020 – Present* – • Developed visual and technical concepts for advertising, signage, cladding, and laser-related projects. • Created graphic design and branding materials tailored to customer specifications and project needs. • Executed 3D/CAD modeling and technical layouts, ensuring designs were production-ready and feasible; collaborated with production teams to align designs with manufacturing and installation conditions.

EGYPTAIR | Air Freight Operations Intern | *Jul 2024 – Aug 2024*

- Completed a 45-hour Air Freight Familiarization Training covering dangerous goods handling, live animal regulations, and air waybill procedures.
- Rotated across the reservation office, sales office, import/export warehouses, and customer service offices.
- Calculated freight rates for varied cargo types across multiple destinations.

Yousef Al-Siddiq Nursery | Business Administration & Information Systems Trainee (Internship) | Aswan, Egypt | On-site | *Jan 2023 – Jan 2024*

- Gained experience across Business Information Systems and marketing functions; supported administrative operations and managed customer (parent) inquiries.
- Contributed to marketing efforts and assisted with finance-related tasks while building data management and communication skills.
- Coordinated between staff and parents to ensure smooth operational processes.

EDUCATION

Bachelor of Business Information Systems (BIS) | *Graduated 2026*

Arab Academy for Science, Technology & Maritime Transport (AASTMT) – College of Business / College of Management & Technology | GPA 3.4 | 8 semesters

Relevant coursework: Systems Analysis & Design, Relational Databases (SQL Server), Business Intelligence (Power BI), ERP (Odoo), E-Business & CRM (HubSpot), Computer Applications (PHP/MySQL), Artificial Intelligence & Logic Programming (SWI-Prolog), Project Management & SDLC, New Trends in BIS, Financial Management, Accounting, Marketing, Marketing for Non-Profits, Social Media, Multimedia, Strategic Management, Human Resources Management, Business Law, Entrepreneurship, Research Methodology, Communication Skills, English for Business, Political Science.

ACADEMIC & SIMULATION PROJECTS

Business Systems, Data & Technology

SME360 – AI-Powered Business Operating System | *Graduation Project (2026)* – • Analyzed business requirements and designed an integrated platform for SMEs combining AI-powered analytics & business intelligence, CRM & customer management, smart commerce, supply chain & logistics, HR & talent management, automation & workflow systems, financial & performance monitoring, and business growth tools; successfully discussed before an evaluation committee. • Entrepreneurship course phase: defined the problem, sized the market, built a Business Model Canvas and pricing plan, modeled costs, revenue, and break-even, and tested a prototype with 15 business owners (9 would pay monthly). Academic project, not a live company.

Online Banking Information System | *Systems Analysis & Design Project* – • Analyzed and designed an online banking system, transforming real-world banking operations into structured system models: DFD, ERD, Use Case Analysis, Business Process Modeling, and Requirements Documentation. • Covered account creation, deposits, withdrawals, account inquiry, fund transfers, loan applications, loan approval, statement generation, and account closure.

Relational Database Design & Development | *Microsoft SQL Server (SSMS)* – • Designed ERDs and implemented tables, primary/foreign keys, relationships, and constraints for complete database systems. • Wrote SQL queries, stored procedures, views, functions, and triggers; handled backup & restore, import/export, users and permissions; connected the database to an application and tested/debugged database operations.

Enterprise Resource Planning System | *Odoo ERP* – • Configured and integrated Sales, Purchase, Inventory, Accounting, CRM, HR, and Manufacturing (MRP) modules, including Bills of Materials, production planning, reports, dashboards & KPIs, and user access rights. • Modeled end-to-end business workflows connecting Sales, Inventory, Purchasing, Manufacturing, and Accounting within a single ERP system.

Business Intelligence Dashboard | *Microsoft Power BI* – • Built an interactive e-commerce dashboard (star schema, DAX measures, 3 report pages) from raw data using data cleaning, transformation, and modeling to identify high-sales, low-profit products; delivered KPI visualizations to support data-driven decisions.

BIO NOBEL (Organic Store) – Inbound Marketing & CMS Ecosystem | *HubSpot* – • Ran an organic products store end-to-end in HubSpot: CRM contacts segmented by intent (B2C retail, B2B wholesale, ready-to-purchase), a 3-stage deal pipeline (New Inquiry to Closed Won), marketing events, lead-capture forms and CTA workflows, and a 3-page responsive website. • Configured contact associations and tasks to automate follow-ups and structure the customer journey.

Software Project Scheduling & Costing | *Microsoft Project* – • Built a 5-phase SDLC plan (Planning, Design, Development, Testing, Launch/Support) for a web application deployment with WBS, resource allocation, task dependencies, custom working calendars, and cost estimation.

Nitrous – Automotive E-Commerce Platform | *Computer Applications Course* – • Contributed to a team-built e-commerce platform for the car styling market; responsible for catalog architecture and product filtering (multi-category navigation, price slider, sorting).

Smart Counting Device for SMEs | *Arduino Prototype* – • Co-developed a low-cost prototype (Arduino Uno, push-button input, 16x2 LCD) for real-time activity tracking to reduce manual counting errors for small businesses.

Web Development & AI Programming Coursework – • Built database-driven web applications with PHP and MySQL using XAMPP/Laragon and phpMyAdmin (CRUD operations, forms, user input processing, front-end/back-end integration). • Built rule-based systems and simple expert systems in SWI-Prolog (facts, rules, knowledge bases, unification, backtracking, recursion).

Classic Co. Digital Transformation Roadmap | *New Trends in BIS* – • Acted as Chief Digital Officer (CDO) in a case study, diagnosing “digital debt” and designing a connected ERP, AI chatbot, GenAI, HRIS, and Big Data roadmap.

Financial Portfolio System – ERD Design | *Wells Fargo Software Engineering Job Simulation (Forage)* – • Gathered requirements for a financial portfolio management system, identified the data to track, drafted an entity relationship diagram, and implemented it in IntelliJ, publishing to GitHub.

Cybersecurity Risk Assessment | *Datacom Cybersecurity Job Simulation (Forage)* – • Investigated a simulated cyberattack, conducted a risk assessment, and produced a report with actionable recommendations to strengthen the client's cybersecurity posture.

Business, Finance, Marketing & Research

Financial Analysis of Domty (Arabian Food Industries Company), 2022–2023 | *Financial Management* – • Evaluated financial position and performance through time series analysis and liquidity, activity, debt, and profitability ratios, plus company overview, ownership structure, board of directors, competitor, and market analysis.

Rolex Marketing Plan | *Marketing* – • Applied the full nine-part marketing planning framework: mission and values, external and internal audit (PESTEL, SWOT), target markets, competitor share, 4Ps, and organization, implementation, and control plan.

Food Bank Foundation (FBF) Social Enterprise Model | *Marketing for Non-Profits* – • Designed a surplus-food redistribution model with a Business Model Canvas, Value Proposition Canvas, three customer personas, VMOSA strategic plan, stakeholder power map, legal risk assessment for Egypt, and benchmarking against Egypt Food Bank, Feeding America, and Leket Israel.

Juicify Facebook Strategy | *Social Media* – • Built a social media strategy for a juice brand: SMART goals (+20% followers, +15% foot traffic), audience mapping, SWOT, competitor study, and a content calendar across five content formats.

Fresh Bite Brand Identity | *Multimedia* – • Took a healthy meal-delivery concept from creative brief and competitor analysis to logo, tri-fold brochure, business card, and a website (wireframe, prototype, final Home/Menu/Gallery pages).

Office Pro Supplies – Mohamed Gomaa & Partners | *Business Law (simulated company)* – • Prepared the partnership contract, registration summary, headquarters lease agreement, the full company registration path in Egypt (Commercial Registry, court, newspaper publication, tax card, Chamber of Commerce, Commercial Register), and the capital cycle.

Emirates Airlines HR Case Study | *Human Resources Management* – • Analyzed HR theory in practice (AMO framework), training ROI, talent acquisition and employer branding, and workforce diversity as a strategic asset.

Brand Image Study: Coca-Cola Consumers in the United States and Taiwan | *Research Methodology* – • Examined research hypotheses, design, variables, questionnaire development, and data analysis to compare cross-cultural consumer perceptions of a global brand.

Communication & Presentation Projects

• Researched and presented “The Impact of Renewable Energy on the Future of Our Planet” individually and analyzed a Mercedes-Benz S-Class ad by audience, message, and communication type (Communication Skills). • Co-presented “Emerging Markets” in professional English: market classification, BRICs/MINTs/N-11, benefits, risks, and success strategies (English for Business).

Additional Coursework Projects

• Strategic Management: analyzed Apple's mission, VRIO, PESTEL, Five Forces, and KPI-based control. Marketing for Non-Profits: applied the Business Model Canvas and Value Proposition Canvas to Apple. • Entrepreneurship: analyzed five Japanese films to identify shared founder values. E-Business: evaluated email marketing as a strategy channel. Political Science: studied Portugal's system of government.

CERTIFICATIONS & TRAINING

Finance & Accounting: CFI Corporate Finance Foundations Professional Certificate, 5 courses via LinkedIn Learning with the Corporate Finance Institute (final exam 94%): Corporate Finance Foundations (84%); Financial Modeling and Forecasting Financial Statements (85%); Excel for Corporate Finance Professionals (82%); Business Finance: Introduction to Financial Modeling (100%); Corporate Finance: ESG (82%, also PMI-accredited). NASBA-accredited CPE. Accounting and Financial Management – Edraak (6 hours)

Banking & Sustainable Finance: CIB Summer Program “The Green Leap” (July 2025) with IFC (World Bank Group), Euromoney Learning, Frankfurt School of Finance & Management, and PROPARCO; Banque Misr x Google x EBSM Online Training Program

Business Analysis & Process: Understanding and Applying Business Analysis – Edraak (Sep 2026); Business Process Management (BPM) – Edraak (Sep 2026)

Data, BI & Programming: Microsoft Power BI Data Analyst Associate (PL-300) Cert Prep – Microsoft Press (2025), LinkedIn Learning (preparation course); Google Analytics Certification; Data Analysis with Python – freeCodeCamp; Advanced Excel – Edraak (3 hours); Word Processing (ICDL-Base) – Edraak (2 hours)

Digital Marketing: HubSpot Social Media Marketing II – HubSpot Academy (valid Sep 19, 2026 – Oct 18, 2028; exam 53/60, 88.3%); Fundamentals of Digital Marketing – Google (Sep 6, 2025, Completion ID 424355687)

Artificial Intelligence: Generative AI Fundamentals – NVIDIA Deep Learning Institute (100% score); NLP Applications (4h 30m) and Deep Learning for NLP (6h 45m) – ITI Mahara-Tech, Ministry of Communications and Information Technology (AI Academy); What Is Generative AI? – LinkedIn Learning; 1 Million Prompters – Dubai Future Foundation

Cybersecurity & IT Support: Cybersecurity for All – ITI Mahara-Tech with EG-CERT; Introduction to Cybersecurity and IT Customer Support Basics – Cisco Networking Academy; Datacom Cybersecurity Job Simulation – Forage

Job Simulations & Internships: Wells Fargo Software Engineering Job Simulation – Forage; Air Freight Operations Internship – EGYPTAIR (2024)

Professional Development (HP LIFE, 13 courses): Introduction to Digital Business Skills, Business Email, Data Science & Analytics, AI for Business Professionals, Effective Leadership, Growth Engine for Your Business, Inventory Management, Design Thinking, Strategic Planning, Data Presentation, IT for Business Success, Agile Project Management Plus, Effective Presentations

Other: Resilience – Nestlé Nesternship Program (E-learning 2025)

VOLUNTEER EXPERIENCE

Marketing Committee Member – AASTMT, College of Management & Technology (CMT) | *Nov 2025 – Jan 2026* – • Planned and executed promotional campaigns for workshops, job fairs, and academic activities; authored business-oriented posts and aligned student initiatives with professional college branding. • Monitored engagement metrics to refine content strategy; coordinated with student councils, media teams, and partner organizations (with GDG and Rally Entrepreneurship, Aswan).

Social Media Marketing Member – Google Developer Student Clubs (GDG), AASTMT Aswan | *Sep 2024 – Jun 2025* – • Managed GDG digital channels to grow awareness and engagement; wrote posts, announcements, and promotional copy for tech events and workshops. • Provided live event coverage at technical sessions and hackathons; tracked platform metrics, answered community inquiries, and coordinated with design, PR, and technical teams.

Member of the Student Union – AASTMT Main Campus | *Sep 2024 – Mar 2025* – • Collaborated with cross-functional student teams under CMT; supported student activities, workshops, and initiatives with GDG on Campus AASTMT-Aswan and Rally Society. • Facilitated engagement between students, department faculty, and student activity leaders.

Social Media Marketing Committee Member – Entrepreneurship Rally Society | *Nov 2023 – Jan 2024* – • Ran promotional campaigns to drive registration for entrepreneurship competitions and bootcamps; wrote bilingual (Arabic/English) copy and educational content. • Delivered live coverage of pitching sessions, workshops, and competitions; built an active online community and worked with design, PR, and event logistics teams.

Social Media Marketing Team Member – ASME AAST (American Society of Mechanical Engineers) | *Nov 2022 – Jan 2023* – • Simplified complex engineering concepts, workshops, and projects into clear content; promoted competitions and student projects to maximize participation and reach. • Strengthened ASME AAST brand presence on social media and provided live coverage of exhibitions and workshops, coordinating with technical, media, and PR teams.

LANGUAGES

Arabic – Native | **English** – Intermediate (B1)

REFERENCES

Available upon request.