Contact

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(LinkedIn)
mm2adel.com (Personal)

Top Skills

Google Analytics

Google Tag Manager

JavaScript

Languages

Arabic (Native or Bilingual)

English (Professional Working)

Certifications

Difficult Conversations: Talking
About Race at Work

Publications

Google Analytics Breakthrough"
Book (By E-Nor Inc)

Mohamed Adel

Analytics Implementation Manager at Cardinal Path
Egypt

Summary

"Success consists of going from failure to failure without loss of
enthusiasm"
– Winston Churchill.

It's not a shame to do something and fail. As long as you have faith
in yourself, one day you'll reach success. This is my philosophy. I will
take on a challenge until I conquer it.

My name is Mohamed Adel. I am an Analytics Implementation
Manager and Quality Lead. Former Lead Front-End and Web
Application Developer with more than 18 years of technical
experience in the information technology field including Google
Analytics (Classic, Universal and GA4), Google Tag Manager,
Javascript, Google App Script, Google Analytics & Tag Manger
APIs, jQuery, HTML, ASP.NET, PHP, Delphi, C#, CGI, DotNetNuke,
WordPress, Payment Gateways Integration, and Open Source
Technologies and many other skills related to internet services and
technologies.

Experience

Cardinal Path
Analytics Implementation Manager
January 2020 - Present (1 year)
United States

Primary Responsibilities Includes
- Ensures that Google Analytics Implementation meets and complies with the
defined or standardized quality specifications.
- Implementation, deployment and troubleshooting Google Analytics tracking
code using legacy tracking code or through tag management systems.
- Provide help to clients in maintaining online acquisition strategies and
analytics needs.

E-Nor Inc.
Senior Analytics Consultant & Analytics Quality Assurance Lead
April 2007 - January 2020 (12 years 10 months)
Santa Clara, California Area

Primary Responsibilities Includes
- Implementation, deployment and troubleshooting of Google Analytics tracking code using legacy tracking code or through tag management systems.
- Ensures that Google Analytics Implementation meets and complies with the defined or standardized quality specifications.
- Benefit from extensive experience in client side scripting (JavaScript/jQuery) to help clients troubleshoot Google Analytics tracking issues and reduce website tracking conflicts and also maintain the optimal performance of Google Analytics.
- Provide help to clients in maintaining online acquisition strategies and analytics needs Implementation and development of custom tracking solutions, such as YouTube Tracker, Page Scroll Tracker, AdBlock tracker, Social Engagement Tracker, GA Event Converter.
- Implementations of Google Analytics assist tools, such as GTM dataLayer event builder, and Google Hit Parser and validator.

NetSignature
Lead Front-End Developer Design Integration Professional
March 2007 - May 2011 (4 years 3 months)
Outsourced to E-Nor Inc – United States

Primary Responsibilities Includes
- Provide and maintain the highest standards of client/server side scripts, in addition to provide the support to the clients to fully understand their own website and how to administrate it.
- Trace & Troubleshoot client/server side code glitches and errors then provide the how-to guideline to fix it.
- Provide assistance and support to the other team members to smoothly establish the day-to-day development & implementation tasks and projects.
- Provide training and knowledge transfer to other team members.
- Implement custom payment integrations through different payment gateways such as Authorize.net, PayPal and 2CheckOut.
- Custom Implementation and integration of HTML forms (dynamic and static forms) with SalesForce that includes passing Google Analytics campaign information to the tracking system.
- Complete installation and design integration of many Content Management systems / e-commerce solutions (such as DotNetNuke, WordPress, Joomla,

and AspDotNetStoreFront) for E-Nor clients, in addition to modules/plugins/extensions development, creation and customization.

Tech Height
Senior Web Developer ASP/ASP.NET
April 2004 - March 2007 (3 years)
Saudi Arabia

Primary Responsibilities Includes

- Website development using ASP.NET and Microsoft SQL Server, in addition to client side scripting.
- Provide assistance to other team members in ASP.NET and Microsoft SQL server Database.

International IT
Web Developer
February 2003 - March 2004 (1 year 2 months)
Qesm El Maadi, Cairo, Egypt

Primary Responsibilities Includes

- Primary responsibilities include website development using ASP.NET / MS SQL Server, or PHP / MySQL.

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Education

Cairo Higher Institute for Engineering, Computer Science and Management
Bachelor, Management and Information Systems, Information Systems · (1997 - 2001)

MCIT Project – Egypt Graduates Project – Sponsored By IBM Egypt
Web Application Development Professional Certificate, Web Development · (2003 - 2003)