

Karim Kotb

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PROFILE

Business Information Systems graduate with hands-on experience in data analytics, business intelligence, and digital transformation. Skilled in Python, SQL, Power BI, data modeling, and ETL, with experience building data pipelines, analyzing marketing data, and database development. my experience combines technical problem-solving with business and marketing experience to turn data into actionable insights.

PROFESSIONAL EXPERIENCE

Samir and Aly Stationery Co. 08/2026 – Present

Marketing and Analytics

- Built Python/Pandas pipelines to clean, transform, and analyze Meta, Instagram, and Google Analytics data, delivering Streamlit dashboards and sales-funnel insights which helped identify customer drop-off points.
- Managed Back-to-School and Back-to-University campaigns across 25+ branches, coordinating activations and execution.
- Developed end-to-end brand collaborations with Kellogg's, Marai, Signal, and emerging startups to create campaign concepts.

EgyptAir 07/2025 – 08/2025

Cyber Security And Networks Trainee

- Performed Linux administration, network security, and ethical hacking exercises.
- Investigated security events using Splunk SIEM and log analysis.
- Configured Cisco Packet Tracer network simulations.
- Conducted penetration testing using Kali Linux tools including Nmap and Metasploit.
- Worked with FortiGate firewalls and tested common web vulnerabilities (XSS, SQL Injection).

CIB Summer Program 08/2024 – 09/2024

Digital Transformation and Data Literacy

EDUCATION

Bachelor of Business Information Systems 10/2022 – 06/2026 | Cairo, Egypt

Arab Academy For Science And Technology (AAST)

- **GPA: 3.8/4.0 With High Honors.**
- **Relevant Courses:** Advanced Database Management, Web Programming, Web Design, Networks & Security, Decision Support Systems, Business Intelligence, Information Systems Analysis & Design, Descriptive Statistics.

High School Diploma 2009 – 2022 | Cairo, Egypt

Dr. Nermien Ismail French Schools

PROJECTS

SmartSecure Mobile App / Admin Website (Graduation Project) 

Full-Stack Development | Flutter, React, Node.js, MySQL

Developed a full-stack smart locker booking and management system featuring a Flutter mobile app, React admin dashboard, and RESTful API with QR-based access, secure authentication, payment processing, and real-time data synchronization.

- **Mobile App (Flutter + Supabase):** Locker booking, QR code access, and payment processing.
- **Admin Dashboard (React):** Manage users, lockers, and reservations.
- **Backend (Node.js + Express + MySQL):** RESTful API, authentication, and database management.

Bank Marketing Campaign Analysis 

Data Analysis | Python (Pandas, Numpy, Matplotlib)

Cleaned and analyzed a 41,188-record marketing dataset to identify customer subscription predictors, using statistical analysis and visualizations to guide targeted campaign strategies.

Youtube Transcript Analyzer

Python | NLP | Data Analysis

Built an automated transcript analysis pipeline using Python to extract YouTube captions, perform NLP-based sentiment and frequency analysis, visualize text data with Matplotlib, and generate a local AI summary in a word document.

Historical Website Project (Fustat) 

Web Development | UX Design

Designed and developed an informational website focused on historical and urban analysis. Created interactive timeline components and structured content architecture. Applied responsive design principles and visual storytelling techniques.

TECHNICAL SKILLS

Data & Analytics — Python (Pandas, NumPy, Matplotlib), Power BI, Power Query, Google Analytics, Excel, ETL, Data Analysis & Visualization.

Programming & Development — Python, Java, JavaScript(Vue.js, Node.js), Dart, HTML, CSS, React, Flutter.

Databases & SQL — SQL, PostGres, PL/SQL, Oracle, Data Manipulation, Querying

Tools & Design — Git, GitHub, Figma.

SKILLS

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|----------------------|-----------------------------|-----------------------|-------------------------|
| - Data Analysis | - Business Process Analysis | - Data Visualization | - Market Research |
| - Financial Analysis | - Project Management | - Agile Methodologies | - MS office Proficiency |

LANGUAGES

Arabic — Native/Bilingual

English — Fluent

French — Conversational