

# AMER M. ABU LAILA

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## PERSONAL INFO.

**Full name:** Amer M. Khair AbuLaila

**Place And DOB:** KSA, 2nd of June 1982

**Nationality:** Jordanian

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## EDUCATION

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### PHILADELPHIA UNIVERSITY, 2005

Bachelor's Degree majoring "Business networking and systems management", Rate 3.1 GPA (very good).

## LANGUAGES

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### ARABIC

Native speaker, with excellent writing skills.

### ENGLISH

Excellent reading, writing (Technical writing, RFP's, Proposals) , and speaking.

## SKILLS

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### COMPUTER SKILLS

[-] Software Installation and maintenance.

[-] Hardware assembling and maintenance

[-] Arabic/English Typing (50 wpm for Arabic and 60 wpm for English).

### OPERATING SYSTEMS.

Using, installing and configuration of the following operating systems:

[-] Microsoft Windows© 95,98,NT,ME,2003 Server and XP.

[-] Microsoft SharePoint Server (MOSS 2007), services 3.0.

[-] MAC OS

[-] Linux (Red Hat, Ubuntu, Debian distributions)

[-] Unix (Solaris, FreeBSD, OpenBSD)

### INTERNET SKILLS

[-] E-Payment Solution Payment Solutions: (Credit Cards Processing, setup and configure Third party payment gateways, plug and play payment processors.

[-] E-Commerce Solutions: e-Auctions, online stores, Shopping Carts Security, Channels encryption, Secured layers, Extranet, Intranet)

[-] B2B Solutions : marketing, consultation, affiliation.

[-] Online Advertising : Campaign design and analysis. Internet Promotion as example CPC and CPM Management, context advertising, link exchange, one way linking, banners exchange, pop-under, network advertising.

[-] Search Engines Optimization: Enhance web pages for better rankings in the major search engines and directories such as Google, yahoo.. etc

[-] Domain Names: in-house hosting and Management for domain names, with full control over domains such as MX records, DNS management.. etc

[-] Web Hosting\_ (UNIX, LINUX, and Windows) Solutions and management, Shared Hosting, Dedicated Servers, Mail hosting, SQL hosting, NLB (network load balancer), web farms technology.

[-] Professional Web Surfing.

[-] Web Search Techniques.

## GRAPHIC DESIGN

[-] Adobe Photoshop © (5.5,6.0,7,CS).

[-] Adobe ImageReady © (5.5,6.0,7,CS).

[-] Adobe GoLive©.

[-] Adobe illustrator©.

[-] Macromedia FreeHand©.

[-] Macromedia Flash Animation, using (SWISHmax).

[-] Corel Draw© Corel PHOTO PAINT©.

[-] Corel Bryce© (3D Modeling).

[-] Graphic transformation (AutoCad, 3D MAX, with Photoshop)

## WEB DESIGN & DEVELOPMENT

### *Technologies*

[-] HTML / xHTML / CSS/\_ DHTML

[-] Xml / RSS / AJAX

[-] Web feeds and fetching.

[-] Java script

[-] VB script

[-] Macromedia Dreamweaver.

[-] Microsoft FrontPage.

[-] Microsoft SharePoint Designer

### *Dev. tools*

[-] PL/SQL

[-] PHP

[-] ASP

[-] Visual Basic

[-] Visual C++  
[-] ASP .NET/ VB.NET  
[-] WML/ WMLScript

### **Databases**

[-] MySQL DataBase  
[-] Microsoft SQL Server 2000  
[-] MS Access  
[-] Oracle 8i,9i

## **EXPERIENCE**

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### **PRE-PRESS GRAPHIC DESIGNER, 2005**

Al Rozana Press, Irbed – Jordan, since 2/2000 to 1/2003.

### **FREELANCER DESIGNER & DEV.**

Graphic, Multimedia projects, Web Designer and Developer worked on freelance/contract bases and (online) via my website, and for several local/international clients and books publishers.

### **WEBMASTER**

CompuCity, Amman – Jordan, From 3/2003 until 9/2004.

### **GRAPHIC & WEB DESIGNER**

Info2cell, Amman, 12/2004 until 7/2005

### **IT. MANAGER/WEBMASTER**

Intervisa Marketing Company , Amman , Abdoun Circle from 8/2005 until 6/2006.

### **CHIEF TECHNICAL OFFICER**

Botemia Business Solutions Co., Cairo, Egypt. From 6/2006 to Present.

## **SAMPLE PROJECTS**

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### **Internet Services Portal**

Design and develop a complete web portal including email system, blog system, mobile ring tones and wallpapers, an dating, online galleries and video share, financial tools, classified ads, news centre (fetching news from various news sources), horoscopes, which includes a system to insure the maximum revenue from selling advertisement on the portal with the best prices (bidding method) with online payment module.

### **Classified Ads Portal**

Design and customized a portal of classified ads for the “bay area” California, United states, also integrated a link directory and event calendar.

### **QMS (Quality Management System) Portal.**

Design and customize a full solution of quality management system internet-based, integrated with SharePoint Server (3.0), the portal contains several tools such as Change Control, Customer Complaint, Risk Management, Asset Management.

### **Time Attendance & Leaving Management**

Design and develop a time attendance and leaving system based on fingerprint authentication, web-based interface with multi level reports.

### **Email Marketing**

Design a set of tools to create an interactive email marketing campaign to comply with anti-spam law with various news management letters, with multi-level automated responder and email tracking along with data that helps marketing research studies.

### **eMarketing Campaigns**

Analysis and design for various internet marketing campaigns for many websites, including budget planning and ROI (return of investment) studies, using most of e-marketing methods, Google PageRank enhancement, Pay-Per-Click (Google AdWord, Yahoo, MSN, and various network and individual advertising providers), CPM, Pop-under, link exchange, one-way-linking, banners.. etc

### **VoIP Solution**

Design and implement a network for a hotel to call the U.S and Canada from Egypt based on annually fee (instead of per call fee) using USB phones.

## **PUBLICATIONS (BOOKS)**

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**Learning Photoshop 6**, by Amer Abu-Laila, Dar Al Thqafa, Amman, Jordan, 2003

**Learning CorelDraw 11 For beginners**, by Amer Abu-Laila, Dar Al Thqafa, Amman, Jordan, 2003

**Internet Skills For beginners**, by Amer Abu-Laila, Dar Al Thqafa, Amman, Jordan, 2004

**Visual Basic 6.0**, By Amer Abu-Laila, Dar Al Thqafa, Amman, Jordan, 2005