

Ibrahim Azzam

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Personal Profile:

I have a logical and practical approach to problem solving, a drive to see things through to completion, and a great eye for detail. Overcoming challenges is one of my strengths, and I have a genuine interest in sharing my experience and knowledge.

Employment History :

➤ **Cyber Security Analyst, Crystal Networks**

2017 till present

- Developed coordinated, implemented and maintained standards and procedures to protect the security and integrity of information systems and data.
- Observed and analyzed traffic in order to learn valuable lessons from known malicious actors and to determine countermeasures against such threats.
- Provided detailed status updates on existing cyber security incidents daily to include follow up with client/customer to ensure satisfactory resolution.
- Interacted with cyber intelligence analysts conducting threat analysis operations as well as numerous IT professionals performing varying technical roles within the client organization.
- Provided high level analysis on security data to identify significant activity.

➤ **Developer of e-Commerce concept and online shop for of Wild Zaatar**

August 2017 till present <http://www.wildzaatar.com>

➤ **Digital Platforms Officer, Hamra Shopping & Trading Sal:**

2014 till 2017

Managed a B2C (GS) ecommerce business for high-end clothing company.

Responsible for implementing the site strategy and ensuring everything is up to standard. Drove 24% revenue growth and 36% traffic growth YOY.

- Developed plan for new mobile site. Managed full project lifecycle: strategy, design, development, testing, and implementation. Increased conversion by 32%, reduced bounce rate by 45%, and improved user engagement.
- Responsible for site analytics and testing to drive growth for ecommerce KPIs. Improved user engagement through detailed analytics and user testing.
- Developed strategies to minimize operation errors, and increased customer satisfaction

➤ **Committee Member, The Chain Effect:**

2015 till present

Took part in planning and implementing activities, workshops, meetings and campaigns that promote the bicycle as a sustainable form of mobility in Beirut

➤ **Restaurant Manager Munchies house (Verdun) :**
2012 till 2014

- Took responsibility for the business performance of the restaurant.
- Analyzed and planned restaurant sales levels and profitability.
- Prepared reports at the end of the shift/week, including staff control, food control and sales.
- Set budgets with the owner.

➤ **Junior Graphic Designer, Doculand (Mar Mikhayel)**
2010 till 2011

- Offered creative ideas for designs
- Produced attractive and effective designs for all media
- Communicated with senior team members to receive feedback

Education:

BA in Information Technology and Communication, The Open University UK

Skills, Certification and Training:

Fluent in English, Arabic, and some french

- Terrapin E-commerce seminar (Dubai)
- Attended Ecommerce and Internet security workshops
- CCNA 1,2,3,& 4 CCNA-S and CISSP (academic certifications)
- Embedded PC course working on linux based
- Ethical Hacking training using Kali penetration testing tools.
- LAU Model United Nations (leadership program)
- Completed Kidsproof (a training course on working with kids)
- Lebanese Red Cross First Aid Training training

Personal Achievements:

- Cycled all over the Lebanese mountains for 9 days .
- Won several medals in marathons and hannibal races.
- Won first place in an embedded PC competition. Developed a smoke detector that can sense if people are smoking at the office and email an image to an assigned receiver once detected.
- Participated in Right To Play, Lebanese Scouts (B7)