

# MOSTAFA ATTYA MOHAMED

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## PROFESSIONAL Summary

Digital Education Platform & Program Architect with 9+ years of experience building, structuring, and scaling educational programs and digital platforms across startup and national-level environments. Specialized in early-stage platform development, product operations design, workflow architecture, and digital learning infrastructure implementation. Experienced in transforming educational concepts into structured, scalable, and operationally efficient systems.

Proven track record in EdTech startups, LMS environments, and national program governance, with measurable impact on platform growth, operational performance, and cross-functional execution.

## Work Experience

**Reyada Innovation** - Part-time, KSA

Mar.2024 – Present

Project Operations Manager - NeLC

- Leading a multi-million-dollar development and operational project for the National eLearning Center (NeLC), ensuring alignment with the center's strategic goals.
- Managing cross-functional teams, project timelines, and deliverables to drive innovation and operational excellence in eLearning services.
- Overseeing both strategic planning and daily operations, focusing on key milestones to enhance the eLearning infrastructure at a national level.

**Yaschools** - Full-time, KSA

Mar.2024 – Present

Senior Project Manager - Platform & Growth Operations

- Led the development of a user-friendly UX for Yaschools.com, simplifying user navigation and facilitating access to services, and successfully relaunched the platform's new version in 2025.
- Successfully implemented a project management tool, streamlining task management and improving team collaboration through training and software initial setup.
- Built and standardized an end-to-end financing request lifecycle framework, increasing processing completion rate to 100%.
- Designed and implemented automated onboarding flows for schools and merchants.

**Maqasid Institute** - Part-time, Remote, USA

Jan.2021 – Aug.2024

Digital Learning Operations Manager,

- Led the implementation and customization of a Moodle-based LMS.
- Structured and built complete online courses, including content organization, quizzes, forums, and live session scheduling.
- Managed the full redesign of the institute's website and digital presence.
- Conducting data analysis and visualizing membership metrics.

**Reach Arabia (Jeel School App)** - Full-time, Egypt

Jan.2023 – Dec.2023

Project Manager - Content & Platform Development

- Architected educational content production lifecycle for assigned academic tracks (Grades 1–3) for both the Egyptian and Saudi Arabian curricula.

- Managed the end-to-end content creation of over 30,000 high-quality educational items, including audio, motion graphics, and interactive content.
- Contributed to a PRD workshop defining platform features, content architecture, and UX flow.
- Designed a reporting dashboard for executives to track the project's progress.

**NAS Meshkat** - Full-time, Egypt

Aug.2020 – Aug.2022

Co-Founder & Operations Lead

- Designed tech-driven learning experiences for non-Arabic speakers.
- NAS Meshkat has reached learners from 8 countries on 4 continents.
- Developed a user-friendly website for online registration and management.

**DAR Meshkat** - Full-time, Egypt

Jan. – Oct. 2018

Operations Manager

- Developing and implementing the annual activity plan for the organization, which includes 5 programs throughout the year that serve +250 students per program.
- Redesigned class scheduling and student flow processes to overcome space constraints, increasing operational capacity by 25%+ without physical expansion.
- Developing marketing plans for Meshkat programs.

Programs Coordinator, Jan. – Dec. 2017

## Courses & Certificates

- Global Consultant Boot Camp, Case in Point, 2024
- Proficient Project Manager (PPM), Case in Point, 2024
- Product Management First Steps, LinkedIn Learning & PMI, 2023
- Take Step Forward, McKinsey Academy, 2022
- Team & Culture Transformation Coaching· Authentic Academy (ICF), 2022
- Google PMP (Project Management Foundation), Coursera, 2021
- Data Analysis, Udacity, 2020

## Technical Skills

- Online Management tools (ASANA, Trello, ClickUp, and Notion)
- Python Lang., Beginner
- SQL Lang., Beginner

## Education Background

Bachelor of Architecture, May 2014, Earned an excellent grade in the graduation project.

## Languages

- Arabic, Native
- English, Professional