

Ali Hassan

Residence: Beirut, Lebanon.

Phone Number: +961 70872438

E-mail Address: dev.alihassan@gmail.com

LinkedIn: [linkedin.com/in/ali-hassan5/](https://www.linkedin.com/in/ali-hassan5/)

Date of Birth: 23/07/1990

Marital: Single.

Nationality: Syrian.

COVER LETTER

Greetings,

Hope you're fine and doing well.

First, I would like to give you a brief introduction about myself; I'm a web developer with 5 years of experience, I started off as a front-end developer and now I am a full-stack developer specialized in WordPress development mainly and familiar with other CMS like Drupal, Joomla and custom-built websites.

As a self-taught digital developer with a BA Business management and marketing, I aspire to harness the potential of digital tools to achieve business goals.

Being self-taught did not just build me a career, it also improved many of my skills like time management, failure management, decision-making, self-motivation, and problem-solving.

I started my journey in the industry as a freelancer and back then I learned how to build a team and a network; two years later, I felt that I needed official full-time job experience added to my career and I had the confidence to apply for software engineers' jobs and thankfully, this year marks three years of experience working with agencies for me.

During my journey, I gained a variety of technical and soft skills, and I know that I'm very good at filling the gap between developers and other employees involved who do not possess any technical knowledge.

Your listed requirements closely match my background and skills, and hence I would like to highlight some of them, making the necessary information easier to reach.

- I'm highly skilled in Front-End development, QA, SEO, and optimizing web applications.
- I have a thorough understanding of landing pages and data analytics methods.
- I'm Well-informed when it comes to digital marketing strategies.
- I have a proven track record of activating and optimizing the digital presence for many Leading companies.

Thank you for your time and consideration and I look forward to hearing back from you soon and having a fruitful collaboration with you.

Please don't hesitate with any questions or comments.

Best,

OBJECTIVE

I'm a simple person with passion to Digital Development and I aspire to share my experiences and expand my horizons and acquire new skills by collaborating with the leading companies in such domains.

EXPERIENCE

JAN 2019 – PRESENT

WEB SOLUTIONS DEVELOPER, Strategies dC, Beirut, Lebanon.

- Participating in the entire application life-cycle management (ALM): analysis, spec, UX, design, code, testing, launch and support.
- Provide estimates for all aspects of web development projects.
- Work closely and collaboratively with team members across multiple disciplines to deliver work under tight timelines while maintaining the highest standard of quality.
- Turn concept design and UX UI mock-ups and comps into high-quality, pixel-perfect fully responsive and cross-browsers compatibility interactive HTML files and WordPress themes.
- Develop, test, deploy, maintain and optimize websites and landing pages.
- Develop WordPress custom themes, plugins, widgets, and short codes following WordPress best practices.
- Work heavily with WordPress Multisite installation and with multilingual feature.
- Integrate with 3rd party systems such as payment gateways through RESTful APIs in JSON or XML formats.
- Track and fix bugs, improve performance and security for established websites.
- Use version control systems such as Git and SVN and structured deployment practices.
- Use modern front-end development tools with NodeJS such as Gulp, Yarn, Webpack and/or others.
- Implement HTML5 banners for various ad platforms like GDN and SIZMEK.
- Managing Google Analytics and Google Tag Manager accounts.
- QA & SEO Auditing and Implementing.
- Execute Digital solutions for brand digital activation.
- Supervising testing documents, SRS, check lists and user guides.

SEP 2017 – DEC 2018

WEB DEVELOPER, MindField Digital, Beirut, Lebanon.

- Collaborating with developers and web designers to improve usability and help back-end developers with coding and troubleshooting.
- Turning concept design and user interface mock-ups and comps (UX firmware & PSD designs) into functional fully responsive and cross-browsers compatibility HTML files and WordPress themes.
- Drupal, Joomla styling and management.
- Content Management Systems development.
- Optimizing and improving Websites and landing pages for maximum performance and SEO best practices.
- QA & SEO Auditing and Implementing.
- Sanity, Load, Performance, Compatibility and Usability Testing for websites.
- Implement animated banners for various ad platforms like AdWords, DoubleClick and Sizmek using GWD and Adobe Animate.

- Build Newsletter for Email marketing.

AUG 2014 – SEP 2017

FRONT-END WEB DEVELOPER, Freelancer.

- Turn concept design and user interface mock-ups and comps (UX firmware & PSD designs) into functional fully responsive and cross-browsers compatibility HTML files and WordPress themes.
- QA & SEO Auditing and Implementing.
- Digital Marketing

VOLUNTEER EXPERIENCE

Beirut WordPress, organizer.

organizer on Beirut WordPress meetup.

Beirut's second do_action charity hackathon, web developer.

building websites for deserving charitable organizations and NGOs.

WordPress, translator.

translating WordPress new features and plugins to Arabic language.

EDUCATION

BACHELOR IN BUSINESS MANAGEMENT, TISHREEN UNIVERSITY, LATTAKIA, SYRIA.

WEB DEVELOPMENT, ONLINE.

MICROSOFT, LYNDA, UDACITY, EDX.ORG, YOUTUBE AND ONLINE DOCS.

DIGITAL MARKETING, ONLINE.

GOOGLE, LYNDA, EDX.ORG, AND YOUTUBE.

PORTFOLIO

Websites & Landing Pages

- Nissan Oman (Landing Page) – Oman.
- Cayan residences by Rotana – UAE.
- Al-mouj Muscat Properties (5 Landing pages) – Oman.
- Muscat Bay – Oman.

- Zaha Parkland – Oman.
- Tababah Net Medical – Germany.
- German Medical Clinic (GMC) – UAE.
- Mont Lait Alpe Farm – Lebanon.
- Tamm App – Kuwait.
- Houssey App – KSA.
- Mericler Training. Turkey & Canada.
- Humana Baby MENA – UAE, KSA, QATAR, BAHRAIN.
- Optio Deals App - KSA.
- PHL Y Social Redefined App – UAE.

Animated Ads Banners

- L'azurde Jewelry Campaigns – MENA.
- Shadow Land Show Campaigns in Dubai, UAE.
- HiCart Campaigns – Lebanon.
- Renault Campaigns – UAE.
- Shams Dubai Campaigns – UAE.
- Dubai Culture Campaigns – UAE.

Newsletters

- L'azurde Jewelry – MENA.
- Key Couture - Lebanon.
- Muscat bay – Oman.
- Al-mouj Muscat Properties – Oman.
- Houssey App – Oman.

Kindly check the following link for online preview: [Ali Hassan Portfolio on Google Drive.](#)

SKILLS

TECHNICAL SKILLS:		
JavaScript 6	WordPress Theme Development	WordPress Plugins Development
Ajax/ RESTful API	PHP	MySQL
Git	NPM package manager	Gulp
jQuery, UI, Mobile	HTML5	CSS3 / SASS/LESS
Bootstrap 4	Foundation	React.js
Adobe Photoshop for web	Adobe Illustrator for web	Adobe XD
DNS/Hosting Management	SEO	Web Quality Assurance
Google webmaster	Google Analytics	Google Tag Manager, AdWords
Drupal	Joomla	Content Management System
Learning management systems	E Commerce	Agile / Scrum
Manage online campaign	SMM/E-MAIL Marketing	Ticketing Systems
Mailchimp/Send Grid	Remarketing & Facebook Ads	(WooCommerce, Magento, shopify)
SOFT SKILLS:		
Self-taught	Leadership	Communication
Team-Building	Organizational	Time Management

LANGUAGES

- **ENGLISH:** ADVANCED.
- **ARABIC:** MOTHER TONGUE.

REFERENCES

Adel Hajj Ali

Digital Service Operations Manager at **Microsoft**.

v-adhajj@microsoft.com

+961 71 421 125

Lebanon

Relationship: My team lead at MindField Digital

Jameel Nebo

Cyber Security Architect at **Ordina**.

jameelnabbo@gmail.com

+31 687162865

Netherlands

Relationship: My Client

ALi Basheer

Back End Developer Associate at **UNHCR**.

alibasheer@hotmail.com

+961 70 475 484

Lebanon

Relationship: My team lead at Strategies dC