CHARBEL AZAR

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EDUCATION

Lebanese American University, *Bachelor's in Computer Engineering* *Jun 2024(expected)*
- Minoring in both Data Analytics and Business
- Gender scholar and Alumni in the MEPI Tomorrow's Leaders Gender Scholar (TLS) program at LAU (2021-2022)
- Dean's List in every semester, GPA of 3.6

PROFESSIONAL EXPERIENCE

ITP Media Group, *Front-end Developer* *Feb 2024 – present*
- Leveraged WordPress and Angular to develop and maintain the company's website, ensuring high performance and user engagement. My efforts led to an improvement in website load times by 20% and enhanced user experience.
- Conducted comprehensive data analysis on website traffic and user interaction data from over 500 visitors, utilizing the insights to optimize web content and layout for increased engagement and conversion rates.
- Collaborated closely with the design and marketing teams to implement new web features and interactive elements, resulting in a more engaging and intuitive user interface that boosted customer satisfaction scores by 15%.

In Good Health Clinic, *Software Consultant* *Jun 2022 – present*
- Ensured all 12 employees had the necessary technology for their roles and conducted data analysis to monitor efficiency improvements.
- Developed a financial model for IGH, utilizing data analysis to optimize their resources and successfully reduce costs by 15%.
- Created and managed IGH's official website, analyzed the data from over 300 customers, and used the insights for crafting data-driven marketing strategies and fine-tuning marketing strategies for better customer engagement and retention.
- Implemented a comprehensive marketing strategy for IGH, backed by data analysis, resulting in a remarkable 25% boost in customer acquisition.

Freelancer, *Data-Driven Full-Stack Developer* *Jan 2020 – present*
- Developed responsive websites with optimized code, achieving a 20% faster loading speed for improved user experience.
- Utilized SQL, Google Analytics, and Excel to analyze traffic data from 1000+ users, boosting user engagement by 30% .
- Managed development and data analysis for five websites, enhancing website traffic quality by 25%.
- Applied Python Flask for server-side scripting, increasing website interactivity by 50%.
- Collaborated with teams to meet client specifications and security standards, achieving a 95% client satisfaction rate and 10% growth in recurring contracts.

.EXTRACURRICULAR EXPERIENCE

LIFE Lebanon, *Scholar* *Sept 2022 – Jul 2024(expected)*
- Established a membership at Life during the summer and attended 3+ workshops hosted by the institution.

LAU Case Competition, *2nd Place* *Apr 2022 – Jul 2022*
- Qualified in the first stage and got second place in the LEO Burnette case.
- Created a submission case providing theoretical before and after income statements leading to a 20% rise in profits.
- Efficiently conducted case studies and market research, creating decks with 15% faster project turnaround and 10% higher client satisfaction, largely powered by Tableau visualizations.
- Proficiently resolved complex marketing problems, resulting in a 40% higher success rate through data analysis in Excel.

European Organization for Nuclear Research (CERN), *Grade 12* *Dec 2018 – Jan 2019*
- Studied antimatter for a 6-month special high school project.
- Data collection was made at CERN at Geneva with the help of Andre Rubio, scientist at CERN.

THE COUNCIL, *Leadership, and public speaking skills* *Oct 2018 – Jun 2019*
- Learned the two levels of leadership and public speaking skills: basic and advanced.

SKILLS

Computer Skills: Java, Python, Angular, WordPress, HTML5, CSS, JavaScript SQL, PHP, XML, MATLAB.
Data Analytics: Office Package (Word, Excel, PowerPoint), Tableau, SPSS, Google Analytics.
Languages: Arabic (native), English (fluent), French (Fluent).