Zeinab Sherri

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Beirut, Lebanon

MIS PROFESSIONAL & WEB DEVELOPER

MIS graduate from Lebanese University with a strong foundation in business studies, now advancing as a web developer with a keen focus on machine learning and AI in data analysis. Combining technical expertise with analytical acumen, I specialize in creating innovative solutions that bridge the gap between complex data and actionable business insights. Proficient in data management, systems analysis, and the development of AI-driven applications, I bring a proactive approach to solving complex problems.

KEY COMPETENCIES

Operating Microsoft Excel
Structured Query Language (SQL)
HTML, CSS, JAVA SCRIPT, PHP
Data entry
Proficient in data analysis tools such as Excel, SQL, and Tableau

-Good communication skill
-C#, C++, Python(basics) , Java, React js
-system and data analysis
-Machine learning – NLP

-Fluency in both arabic & english
-Able to work in a team
-Great problem solving skill
-Strong project management skills with the ability to multitask and prioritize effectively

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PROFESSIONAL EXPERIENCE

Masters Project
AI and Machine Learning Developer   **May 2024**

Conversational Search with Intent Recognition Project

Accomplishments:

- Developed a system utilizing natural language processing (NLP) and deep learning to understand user search intent through voice or text input.
- Trained the system on a large corpus of search queries and corresponding user goals, such as informational, transactional, and navigational intents.
- Integrated advanced information retrieval techniques to fetch relevant documents based on identified user intent and context.
- Conducted extensive performance evaluations using metrics like accuracy, precision, and recall, ensuring high efficacy and reliability of the system.
- Collaborated with multidisciplinary teams to fine-tune the system, aligning technical development with business requirements and user needs.
- Enhanced user interaction and experience by continuously refining the intent recognition capabilities through iterative testing and feedback loops.

Smartech   **June 2022 - May 2023**
WEB DESIGNER

As a Junior Website Developer at Smartech, I played an integral role in building and maintaining modern, user-friendly websites. This experience provided me with a strong foundation in web development concepts, coding languages, and best practices.

Accomplishments:

- Collaborated with a design team to implement custom WordPress themes based on client requirements. This involved modifying CSS, PHP templates, and JavaScript to create visually appealing and responsive designs.
- Familiarity with popular CMS platforms such as WordPress, Webflow and e-commerce websites such as Shopify and square space.
- Ability to create and consume RESTful APIs.
- Familiarity in search engine optimization (SEO) principles.
- The ability to analyze and solve design problems.
- Managed databases to ensure efficient data storage and retrieval. Implemented and maintained database structures to support website features and user interactions.
- Worked closely with designers, front-end developers, and project managers to ensure seamless integration of design and functionality. Participated in team meetings to discuss project progress and contribute ideas for improving development processes.
- Assisted in identifying and resolving bugs and issues in websites, troubleshooting JavaScript errors, CSS layout problems, and ensuring smooth functionality.

wzTechno   **June 2023 - Present**
WEB Developer

As a WordPress Developer at WZTechno, I have been instrumental in crafting and managing cutting-edge websites tailored to meet the diverse needs of our clientele. This role has afforded me invaluable experience, equipping me with a solid understanding of WordPress development, customization, and optimization strategies. Through my tenure, I have honed my skills in responsive design implementation, plugin integration, and site performance enhancement, ensuring that each project meets the highest standards of functionality and user experience. My time at WZtechno has been pivotal in cultivating a deep-seated proficiency in web development principles, coding languages, and industry best practices, positioning me as a capable and adaptable professional in the dynamic landscape of digital technology

Accomplishments:

- Expertise in WordPress development, with experience creating over 30 websites.
- Proficient in web development technologies such as HTML, CSS, JavaScript, and frameworks like React and Angular.
- Strong understanding of database management systems, including SQL and NoSQL databases.
- Experience in multimedia production, including:
- Graphic design using Adobe Creative Suite (Photoshop, Illustrator)
- Video editing with Adobe Premiere Pro and Final Cut Pro
- Audio editing with Adobe Audition and Audacity
- Familiarity with content management systems (CMS).
- Excellent problem-solving and analytical skills.

React.js Developer
Freelance

January 2023 - Present

- Developed interactive user interfaces using React.js for efficient single-page applications.
- Collaborated with cross-functional teams to integrate front-end components with back-end services.
- Implemented state management using Redux for centralized data management in complex applications.
- Conducted code reviews and participated in agile development processes to ensure high-quality deliverables.

Accomplishments:

- Proficient in web development technologies such as HTML, CSS, JavaScript, React.js, and related libraries and frameworks.
- Strong understanding of front-end development concepts and best practices, including responsive design and cross-browser compatibility.
- Experience with state management libraries like Redux and context API.
- Familiarity with RESTful APIs and asynchronous programming concepts.
- Knowledgeable in version control systems such as Git for collaborative development.

UNIVERSITY PROJECTS

2020-2023

Accomplishments:

- System analysis for car agency
- System analysis for bookshop
- website for coffee shop using html, css, javascript, php

Freelancer

2021-Present

Web developer

EDUCATION

Lebanese University   **October 2020 - September 2023**

BA in Management Information System

Lebanese University   **October 2023 - March 2025**

Masters in Management Information System

2023

Digital marketing

From Open university