

ZIAD AL MASRI

PERSONAL DETAILS

Mina Tripoli, Lebanon
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Date of birth: October 16, 1999
Nationality: Lebanese
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PROFESSIONAL SUMMARY

Results-driven Web Developer with 5+ years of experience designing and developing responsive, high-performing web applications and scalable e-commerce platforms. Proven expertise in HTML, CSS, JavaScript, and modern UI/UX architecture. Skilled in translating business requirements into clean, maintainable code with a focus on cross-browser compatibility, mobile responsiveness, and performance optimization. Adept in agile environments, team collaboration, and mentoring junior developers, with a consistent record of delivering solutions that enhance user engagement and strengthen digital presence.

EMPLOYMENT

Web Developer 2023 - 2025
amctag Advertising/Marketing, Tripoli

- Designed and implemented dynamic, mobile-friendly websites using HTML, CSS, JavaScript, PHP, and Ajax.
- Built e-commerce platforms and custom portfolio websites to enhance business visibility and client engagement.
- Ensured cross-browser and cross-device functionality and responsiveness.
- Developed and integrated RESTful APIs to support seamless front-end and back-end communication.
- Implemented SEO best practices to improve website ranking and organic traffic.
- Utilized version control systems such as Git to manage codebase and streamline collaboration.

Freelance Web Developer 2021 - Present
Freelance Web Developer — Remote / Client-based

- Built and maintained dynamic, mobile-friendly websites and e-commerce solutions for diverse clients.
- Provided end-to-end development: requirement gathering, UI/UX implementation, back-end integration, performance optimization, and deployment.
- Created custom CMS solutions using PHP and MySQL to empower clients with easy content management.

Supervisor and Data Collector 2022 - 2022
Parliament Elections in Lebanon, Tripoli

- Oversaw voter registration operations and managed on-site logistics.
- Conducted QA audits to maintain accurate voter data and ensure transparency.
- Trained and supervised poll station workers, ensuring procedural compliance.
- Maintained digital voter records and supported election-day operations.

Call Center Agent 2021 - 2021
Order Of Engineers, Tripoli

- Converted physical records into structured digital databases.
- Conducted file indexing and verification for improved data accuracy.
- Supported operational activities for voter services and election preparedness.

Trainer

2021 – 2021

Lebanese Youth Parliament Elections, Beirut

- Delivered structured training sessions on data entry and database systems.
- Developed educational materials to support training efficiency and retention.

Spot Checks Supervisor and Auditor

2018 – 2020

TransNord Multimodal Transport Company, Beirut/Tripoli

- Supervised contractor activities, ensuring compliance with operational standards.
- Performed audits and quality control checks of records, receipts, and field reports.

EDUCATION

Bachelor of Science in Computer Science (BSc)

2021 – 2024

Lebanese French University (ULF), Tripoli Campus

- Developed proficiency in designing and analyzing efficient data structures and algorithms to solve complex computational problems.
- Gained expertise in multiple programming languages including Java, Python, and C++ for versatile software development.
- Acquired knowledge in database management systems focusing on data modeling, SQL, and transaction management.

CORE TECHNICAL SKILLS

- **Front-end Development:** HTML5, CSS3 (responsive, semantic, accessible design with Flexbox/Grid); JavaScript; React; Bootstrap; Swiper.js; UI/UX and GUI implementation best practices.
- **Backend Development:** PHP (modern conventions, including Laravel), AJAX, RESTful API integration.
- **Databases:** MySQL/SQL with relational schema design and query optimization.
- **Additional Programming Languages:** Python, Java, C++, C#.
- **Performance & SEO:** Website performance tuning (load-time reduction and asset optimization); SEO-aware frontend structuring.
- **Development Workflow:** Git/GitHub version control; modular, maintainable code architecture.
- **Architectural Competencies:** Translating business requirements into scalable technical solutions; ensuring cross-browser and cross-device compatibility.

INTERNSHIPS

Front end developer

2023 – 2024

amctag Advertising/ Marketing, Tripoli

- Developed and optimized user interfaces with a focus on usability and aesthetics using HTML, CSS, and JavaScript.
- Implemented interactive features and dynamic content using AJAX and PHP, enhancing user engagement.

LANGUAGES

Arabic: Native | French: Advanced | English: Advanced