



Sarah Nasereldeen

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Al zahiyah, Abu Dhabi, United Arab Emirates

About me:

Bringing more than four of experience leading website design projects, including gathering user requirements, producing code, creating mockups, and enhancing designs to wow customers. Focused on creating clean, robust code with exceptional security. Able to achieve compatibility targets while meeting and exceeding customer demands.

● WORK EXPERIENCE

31/01/2022 – CURRENT – Abu Dhabi, United Arab Emirates

WEB DEVELOPER – DAMA ROSE ADVERTISING

Troubleshooting technical issues
Creating design specs for web development projects
Website maintenance
Creating and maintaining software documentation
User testing
Remaining up to date on emerging technologies and trends
Backend data integration and collection

08/01/2022 – CURRENT – 7 Al Wahda St - Industrial Area - Industrial Area 7 - Sharjah, United Arab Emirates

WEB DEVELOPER – LIMITLESS SHOPPING

1. Manage websites using WordPress <https://limitless-shopping.com>
2. (Developing woo-commerce plugin) Make some changes on the website by using standard HTML/CSS practice, and add some snippet code for the woo-commerce plugin.
3. Create more than 200 landing pages to make advertising for the products.
4. Cooperate with designers to match visual design intent
5. Troubleshoot and resolve website problems.

31/07/2021 – Dubai, United Arab Emirates

WEB DEVELOPER – MESH COMPUTER

1. Design, implement and manage websites using WordPress <https://meshlaptops.co.uk>
2. Manage front-end and back-end website development (Create website layout/user interface by using standard HTML/CSS practice)
3. Gather and refine specifications and requirements based on technical needs
4. Be responsible for maintaining, expanding, and scaling our site <https://meshlaptops.co.uk>
5. Developing WordPress plug-ins and themes
6. Cooperate with designers to match visual design intent
7. Troubleshoot and resolve website problems.
8. Stay abreast of new developments in software, trends, and practice.

30/04/2020 – 30/04/2021 – Khartoum, Sudan

GROWTH HACKER – BINASLAK FOR DELIVERY SERVICES

- Develop and implement front-end web code where appropriate to launch interactive tools and apps benefiting the marketing team's goals (Making the MVP(test the ideas and have lead customers))
- Collaborate with channel-specific marketing teammates (blogging, email, social media, etc.) to identify areas for growth
- Test and optimize marketing tactics for customer acquisition (e.g. online advertising, direct mail, out of home, affiliate) and conversion rate optimization
- Conduct and present competitive analyses and market research

- Propose creative new projects, from building free tools and apps that attract prospects and convert leads to testing new approaches to capturing existing demand
- Translate ideas to actionable items that deliver business results
- Analyze, recommend and lead the implementation of improvement initiatives (Prototype (develop a mobile app using the ionic framework))
- Keep abreast with the latest trends and changes in UI/UX and digital marketing
- Identify industry trends and insights and conduct and present competitive analyses and market research

31/07/2019 – 30/04/2021 – Khartoum, Sudan

GROWTH HACKER – GREENY CORNER FOR THE E-COMMERCE SERVICE

- Create and develop company website (www.greenycorner.com)
- Developing a CRM system, accounting system, and financial plan
- Leading the team
- Making the MVP and have the lead customers
- Update business model canvas
- Conduct and present competitive analyses and market research
- Develop optimization strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's website and marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor daily performance metrics to understand SEO strategy performance
- Write compelling and high-quality website content, including blog posts and page descriptions

31/05/2019 – 31/10/2020 – Khartoum, Sudan

GROWTH HACKER – SAHHA FOR MEDICAL SERVICES

- Develop and implement front-end web code where appropriate to launch interactive tools and apps benefiting the marketing team's goals (Making the MVP(test the ideas and have lead customers))
- Collaborate with channel-specific marketing teammates (blogging, email, social media, etc.) to identify areas for growth
- Test and optimize marketing tactics for customer acquisition (e.g. online advertising, direct mail, out of home, affiliate) and conversion rate optimization
- Conduct and present competitive analyses and market research
- Propose creative new projects, from building free tools and apps that attract prospects and convert leads to testing new approaches to capturing existing demand
- Translate ideas to actionable items that deliver business results

Analyze, recommend and lead the implementation of improvement initiatives (Prototype (develop a mobile app using the ionic framework))

- Keep abreast with the latest trends and changes in UI/UX and digital marketing
- Identify industry trends and insights and conduct and present competitive analyses and market research

31/08/2019 – 31/01/2020 – Khartoum, Sudan

TECHNICAL SUPPORT – BETA SOFT COMPANY

- Identifying hardware and software solutions.
- Troubleshooting technical issues.
- Diagnosing and repairing faults.
- Resolving network issues.
- Installing and configuring hardware and software.
- Speaking to customers to quickly get to the root of their problem.
- Providing timely and accurate customer feedback.
- Talking customers through a series of actions to resolve a problem.
- Following up with clients to ensure the problem is resolved.
- Replacing or repairing the necessary parts.
- Supporting the roll-out of new applications.
- Providing support in the form of procedural documentation.
- Managing multiple cases at one time.
- Testing and evaluating new technologies.
- Conducting electrical safety checks on equipment.

PROJECTS

<http://altaazej.ae/>

<http://altaazej.ae/>

E-commerce website online payment and using Google Maps to let the customer choose their location.

<http://www.chocod.net/>

<http://www.chocod.net/>

E-commerce Website. automated print the new order for the admin side.

<http://nawal.gallery/>

<http://nawal.gallery/>

Multi-vendor E-commerce website.

<https://www.royalmembership.ae/>

<https://www.royalmembership.ae/>

Membership website with online payment only.

<http://tamkeenad.ae/>

<http://tamkeenad.ae/>

Appointment website.

<http://www.handycare.net/>

<http://www.handycare.net/>

Booking service website with online payment.

<http://lifesmart1.com/>

Business website

<http://www.tamkeenpublishing.com/>

E-commerce website for physical and soft books

<https://www.fixd.ae/>

<https://www.fixd.ae/>

Booking website

<http://seala.club/>

<http://seala.club/>

Coming soon page.

meshlaptops.co.uk

<https://meshlaptops.co.uk>

Create a website from scratch by using WordPress, and customize the theme and plugin.

<https://sarahprofile.com>

My personal website is a Branding website.

● EDUCATION AND TRAINING

31/10/2019 – 28/02/2021 – Mansheya, Khartoum ,, Sudan, Khartoum, Sudan

ENTREPRENEURIAL PROGRAM – Orange Corners Sudan is an initiative of the Kingdom of the Netherlands, Implemented by 249Startups

<https://249startups.com/>

31/10/2019 – 31/01/2020 – Al-Gama'a Avenue, Khartoum, Sudan, Khartoum, Sudan

MASTER DEGREE IN INDUSTRIAL MATHEMATICS – Khartoum university

<https://www.uofk.edu/en/>

31/10/2012 – 31/10/2018 Al-Gama'a Avenue, Khartoum, Sudan

HONORS DEGREE OF BACHELOR OF MATHEMATICAL AND COMPUTER SCIENCES – Khartoum university

<https://www.uofk.edu/en/>

● LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

My Digital Skills

Microsoft Excel | Microsoft Word | Social Media | Teamwork and leadership skills | Communication and listening | Customer service skills | Financial skills | Business management skills | Analytical and problem-solving skills | Critical thinking skills | Strategic thinking and planning skills | Technical skills | Time management and organizational skills | Branding, marketing and networking skills | CSS+HTML / JavaScript / Bootstrap / jQuery / Pak njohuri ne WordPress, PHP, Laravel. | Good knowledge of SEO | web developing | React js | React React-Native