



# Sarah Nasereldeen

**Nationality:** Sudanese 📞 (+971) 524348326 **Date of birth:** 24/02/1994

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🌐 **Website:** [SarahProfile.com](http://SarahProfile.com)

📍 **Address:** Al zahiyah, Abu Dhabi (United Arab Emirates)

## ABOUT ME

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Bringing more than four years 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

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### Web developer

**Dama Rose advertising** [ 31/01/2022 – Current ]

**City:** Abu Dhabi

**Country:** United Arab Emirates

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

### Web developer

**Limitless Shopping** [ 08/01/2022 – Current ]

**City:** 7 Al Wahda St - Industrial Area - Industrial Area 7 - Sharjah

**Country:** United Arab Emirates

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.

### Web Developer

**Mesh Computer** [ 31/07/2021 ]

**City:** Dubai

**Country:** United Arab Emirates

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.

### **Growth Hacker**

***Binaslak for delivery services*** [ 30/04/2020 – 30/04/2021 ]

**City:** Khartoum

**Country:** Sudan

- 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

### **Growth Hacker**

***Greeny Corner for the E-commerce service*** [ 31/07/2019 – 30/04/2021 ]

**City:** Khartoum

**Country:** Sudan

- 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

### **Growth Hacker**

***Sahha for medical services*** [ 31/05/2019 – 31/10/2020 ]

**City:** Khartoum

**Country:** Sudan

- 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

## **Technical Support**

**Beta Soft Company** [ 31/08/2019 – 31/01/2020 ]

**City:** Khartoum

**Country:** Sudan

- 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**

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### **<http://altaazej.ae/>**

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

<http://altaazej.ae/>

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

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

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

### **<http://nawal.gallery/>**

Multi-vendor E-commerce website.

<http://nawal.gallery/>

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

Membership website with online payment only.

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

### **<http://tamkeenad.ae/>**

Appointment website.

<http://tamkeenad.ae/>

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

Booking service website with online payment.

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

**<http://lifesmart1.com/>**

Business website

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

E-commerce website for physical and soft books

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

Booking website

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

**<http://seala.club/>**

Coming soon page.

<http://seala.club/>

**[meshlaptops.co.uk](http://meshlaptops.co.uk)**

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

<https://meshlaptops.co.uk>

**[sarahprofile.com](https://sarahprofile.com)**

My personal website is a Branding website.

<https://sarahprofile.com>

## **EDUCATION AND TRAINING**

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### **Entrepreneurial program**

***Orange Corners Sudan is an initiative of the Kingdom of the Netherlands, Implemented by 249Startups*** [ 31/10/2019 – 28/02/2021 ]

Address: Mansheya, Khartoum ,, Sudan, Khartoum (Sudan)

<https://249startups.com/>

### **Master degree in Industrial Mathematics**

***Khartoum university*** [ 31/10/2019 – 31/01/2020 ]

Address: Al-Gama'a Avenue, Khartoum, Sudan, Khartoum (Sudan)

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

### **Honors Degree of Bachelor of Mathematical and Computer Sciences**

***Khartoum university*** [ 31/10/2012 – 31/10/2018 ]

Address: Al-Gama'a Avenue, Khartoum, Sudan,

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

## **LANGUAGE SKILLS**

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Mother tongue(s): **Arabic**

Other language(s):

**English**

**LISTENING C1 READING C1 WRITING B2**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION B2**

## **DIGITAL SKILLS**

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### **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