

Abdulhamid Yousef

Certified Target Developer

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♂ Male

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Skills

- HTML - CSS - JavaScript
- PHP
- MySQL - GraphQL
- Git

Adobe Experience Cloud Tools

- Adobe Target
- A4T
- Adobe Audience Manager

Frameworks

- React and its ecosystem
- Magento
- SASS and Tailwindcss

Profile

An Adobe Target Developer. My role involves creating and managing activities, optimizing user experiences, and ensuring seamless personalization across digital platforms. I focus on delivering data-driven solutions that enhance engagement and performance. Alongside this, I also work with React and Magento, building and customizing digital experiences to meet business needs.

Professional Experience

Adobe Target Developer, 85Sixty [🌐](#)

2024 – present | CA, USA

Adobe Target Developer

My responsibilities include:

- Setting up A/B, multivariate, and experience targeting activities with Adobe Target.
- Setting up ML-based features of Adobe Target including Auto-Target, Automated Personalizations, and Recommendations.
- Managing static and dynamic (React-based) websites with vanilla JavaScript custom code from within Target.
- Implementing audience-based targeting strategies.
- Managing tracking using traditional at.js and more advanced WebSDK.
- Creating and managing different treatments to enhance user interactions.
- Ensuring seamless delivery of personalized content based on data-driven decisions.
- Developing and updating a utility library to automate the generation of the code for different activities.

Full Stack Developer, Scandiweb [🌐](#)

2024 – present | Latvia - Remote

Full Stack Developer

My responsibilities include:

- Developing and maintaining web applications using React, Magento, MySQL, and GraphQL.
- Building and optimizing user interfaces for performance and responsiveness.
- Creating and managing API integrations between frontend and backend services.
- Writing and maintaining clean, scalable, and well-documented code.

Education

Bachelor's Degree in Electrical Engineering, Benha University

2015 – 2020 | Cairo, Egypt