

# Abdulhamid Yosef

Certified Adobe Target Engineer

✉ abdelhamedy33@gmail.com ☎ +201007250646 ⬇ Cairo, Egypt ⬇ linkedin.com/in/abdelhamidy

🌐 github.com/AbdelhamidYousef 🌐 abdulhamid.dev (Personal Portfolio)

## Profile

Adobe Target Engineer with 3+ years of experience delivering enterprise-scale experimentation and personalization across complex digital ecosystems. Specialized in flicker-free JavaScript delivery, SPA/headless optimization, and advanced data orchestration within the Adobe Experience Cloud.

## Professional Experience

2023 – Present  
Remote

### Scandiweb 🌐

Certified Adobe Target Engineer / Personalization & Experimentation

Delivering end-to-end personalization and experimentation using Adobe Target across large enterprise portfolios. Specialized in flicker-free JavaScript delivery, SPA/headless optimization, and advanced data orchestration within the Adobe Experience Cloud.

#### Core Technical Contributions:

- **Workflow Automation:** Architected and developed a proprietary JavaScript utility library delivered via Adobe Tags, reducing activity build time by ~70% and enforcing shared logic across teams.
- **Performance Engineering:** Designed flicker-free delivery patterns for dynamic SPA environments, preserving Core Web Vitals while running deep-funnel personalization at scale.
- **Stack Integration:** Led complex data orchestration between Target, Adobe Analytics (A4T) and Google Analytics (GA4), ensuring experiment integrity across analytics stacks.

#### Key Enterprise Projects:

##### Alterra Mountain Company 🌐 (via 85Sixty 🌐 )

High-Volume Portfolio Management

- **Scope:** Led experimentation across 16 high-traffic resort domains 🌐 and the Ikon Pass 🌐 portal
- **Scale:** Delivered 100+ complex Adobe Target activities annually, supporting extreme seasonal traffic spikes
- **Impact:** Centralized cross-brand logic into a shared Adobe Tags library, achieving 100% code consistency across the portfolio

##### Direct Wines Portfolio 🌐 (WSJ Wine 🌐 , Laithwaites 🌐 )

Global E-commerce Optimization

- **Environment:** React.js, headless, non-VEC compatible flows
- **Challenge:** Deep-funnel experimentation where standard Target VEC could not operate

- **Impact:** Built a custom integration bridge between Adobe Target and GA4, maintaining analytics parity across global markets

### **Christmas Tree World ☀ (UK #1 Retailer)**

Seasonal CRO & MVT Delivery

- **Scope:** High-stakes Q4 conversion strategy under extreme seasonal pressure
- **Execution:** Delivered advanced MVT testing on product affinity and user intent
- **Impact:** Performed full technical audits, identifying and resolving critical tracking leaks before peak season

## **Skills | Fullstack & Web Development**

### **Languages**

- HTML5
- CSS3 (Tailwind/SASS)
- JavaScript (ES6+)

### **Frameworks**

- React
- Magento

## **Adobe Experience Cloud Tools**

### **Adobe Target Specialist**

- A/B Testing
- MVT
- Experience Targeting (XT)
- and Automated Personalization (AP)

### **Technical Implementation**

- Adobe Launch / Tags
- at.js 2.x
- Web SDK
- Adobe Experience Platform (AEP)

### **Analytics & Segments**

- A4T (Analytics for Target)
- Adobe Audience Manager

## **Optimization & Strategy**

### **Strategy**

- Audience Segmentation
- Personalization Roadmaps
- Hypothesis Development

### **CRO**

- Conversion Rate Optimization
- UX/UI personalization
- Experiment Lifecycle Management

## **Certificates**

### **Adobe Certified Professional - Adobe Target Business Practitioner**

- Credential ID: 9231ba70-1999-11f0-9883-42010a40002a
- Verification Link: [Verify Credential ☀](#)

### **Demonstrated Skills**

Adobe Target | Digital Marketing | Personalization | Business KPI | Experiences | Optimization | Targeting

## **Languages**

English — Professional



Arabic — Native



## **Education**

2015 – 2020  
Cairo, Egypt

**Bachelor's Degree in Engineering**  
Benha University