

AYA BOUBNANE

Software Dev Engineer

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Location : Casablanca, Morocco

PROFILE

Mastering the art of building scalable web applications and dynamic data models. A relentless problem-solver with a passion for creating seamless user experiences and driving impactful solutions. Empowering progress through creativity, collaboration, and continuous growth.

PROFESSIONAL EXPERIENCE

Content Creator & SEO Specialist, VSF Agency Jan 2025 - May 2025

- Created high-performing web and social content aligned with brand voice.
- Executed SEO strategies that increased organic traffic and improved search rankings.

DATA ANALYST, Medidis Apr 2024 - Jul 2024

- Responsible for analyzing company data, providing actionable insights, and tracking employee performance.

MAIL AGENT/ LARAVEL DEVELOPER, Cloud Marketing Hub Mar 2023 - Nov 2023

- Developed a marketing automation tool, enhancing lead generation. Optimized SQL queries and databases, improving load times and performance.

Full Stack Developer Intern,
Global Electronic Business Solution & SIF GROUPE | Feb 2022 - Apr 2022 & Sept 2022 - Jan 2023

- Completed two internships, invited back for outstanding performance.
- Built a high-traffic PHP/Laravel back-end with zero downtime and developed responsive full-stack apps using HTML5, CSS3, and JavaScript.
- Skilled in data visualization tools and provided remote software/connectivity support to international clients.

EDUCATION

Master's in Software Engineering and Information Systems Management Sept 2024 – Jul 2026

National Schools of Applied Sciences (ENSAK), Morocco

Professional Bachelor's in Web and Mobile Application Development Sept 2022 – Jun 2023

IBN Tofail University, Morocco

Diploma of Specialized Technician in Computer Development Sept 2020 – Jul 2022

Specialized Institute of Applied Technology (ISTA), Morocco

Baccalaureate in Physical Science Sept 2019 – Jul 2020

Takadoum High School, Morocco

SKILLS

- **Web Development:** JavaScript (React), HTML, CSS (Bootstrap), PHP (Laravel), Merise, UML, MySQL, SQLServer, Java, OOP, Git, APIs
- **Design & SEO:** WordPress, Elementor, SEO Optimization, semRush, UI Web Design (Figma), Content Creation (Canva)
- **Soft Skills:** Problem Solving, Teamwork, Analytical Thinking, Project Management, Attention to Detail, Leadership, Communication
- **Other:** Email Marketing, Office Technology, Data Analysis, Brand Analysis

ADDITIONAL INFORMATION

- **Languages:** Arabic (Native), English & French.
- **Stage Acting:** Participated in theatrical performances, developing public speaking, creativity, and teamwork skills.
- **Photography:** Captured event and portrait photography, honing attention to detail and artistic composition.
- **Hobbies:** Chess, Reading, Meditation (Tai chi), Strength Training