HAMZA KITANA
SOFTWARE ENGINEER | PRODUCT & MARKETING STRATEGIST

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Summary

Results-driven Full Stack Web Developer & Marketing Manager with extensive experience in C# .NET, React.js, Android Studio, ERP, CRM, Payroll, Finance, and Retail systems. Skilled in end-to-end project management, from requirement gathering and documentation to development, testing, and delivery. Proven track record in designing e-commerce and corporate websites, implementing automation workflows, integrating AI voice systems, and executing marketing campaigns that increase user engagement. Strong problem-solving skills with a history of resolving critical system issues, optimizing databases, and improving operational efficiency. Adept at collaborating with clients and cross-functional teams to deliver projects on time and to specification.

Skills

Soft Skills :

- Problem Solving: Proven ability to identify and resolve technical and operational issues efficiently
- Client Communication: Directly gather requirements and ensure alignment with client expectations
- Project Leadership: Lead end-to-end projects from planning to delivery
- Team Collaboration: Work effectively with cross-functional teams and stakeholders
- Time Management: Deliver projects on time while maintaining quality standards
- Adaptability: Quickly learn and implement new technologies and tools
- Attention to Detail: Ensure accuracy in coding, testing, and documentation

Hard Skills :

- Programming & Web Development: C# .NET, MVC, React.js, Android Studio
- Database Management: SQL Plus, Database Optimization, Query Performance
- Enterprise Systems: ERP, CRM, Payroll, Finance, Retail Systems
- Testing & QA: Functional Testing, Integration Testing, Black-box Testing
- Project Management & Documentation: Requirement Gathering, Workflow Diagrams, Full Documentation
- Marketing & Digital Tools: Social Media Campaigns, Posters & Content Creation, Marketing Automation (n8n), AI Voice Integration (VoicHub)
- E-commerce Development: Full-stack E-commerce Platforms, Payment Gateway Integration, Amazon Product API Integration
- Automation & AI: Workflow Automation, AI Voice Systems Integration

Experience

06/2020 - 01/2022
Future Applied Computer Technology   Amman, Jordan
Software Engineering

- Developed and maintained C# MVC web modules, improving overall system performance by 25% through optimized code and bug fixes.
- Enhanced the company's Information Management System, resulting in 30% faster data processing and better task organization.
- Built and debugged Android applications using Android Studio, reducing crash rates by 20% through efficient troubleshooting.
- Collaborated in the Jordan Islamic Bank project, successfully delivering 100% of assigned modules within project deadlines.
- Improved code quality and efficiency by implementing reusable components and following clean code principles, boosting team productivity by 15%.

02/2022 - 09/2024
The Hope International   Amman, Jordan
Sofwtare Engineering

- Led the development of a hospital management system using C# .NET, improving data accessibility and reducing manual processes by 40%.
- Designed and deployed multiple professional web applications using React.js, enhancing user engagement and performance by 35%.
- Developed and maintained fully functional e-commerce systems, integrating secure payment gateways and product APIs with Amazon.
- Built and optimized SQL Plus database structures, improving query efficiency by 30% and ensuring data integrity.
- Created comprehensive technical documentation for all developed systems, ensuring smooth handover and maintenance.
- Collaborated with cross-functional teams to deliver projects on time and within scope, maintaining a 98% delivery success rate.

- 03/2024 - Present

Aiems   Dubai , UAE

Software Engineering & Marketing Manager

- Lead full-cycle web development projects, from requirement gathering, workflow diagrams, documentation, coding, testing, to final delivery to clients.
- Designed and implemented e-commerce websites and corporate web portals, improving client online presence and increasing engagement by 35%.
- Managed ERP, CRM, Payroll, Finance, Retail systems, including database administration, system optimization, and black-box testing.
- Developed CRM mobile applications and performed end-to-end functional and integration testing.
- Designed marketing materials, wrote content, and managed social media campaigns, increasing online reach by 40%.
- Built automation workflows using n8n and integrated AI voice systems using VoicHub, enhancing system efficiency and customer interaction.
- Conducted research, problem-solving, and issue resolution, successfully addressing over 20 critical system problems to maintain operational continuity.
- Coordinated directly with clients to gather requirements, ensuring 100% project alignment with client expectations.

Education

Bachelor of Software Engineering   2021 - 2023

Zarqa University , Jordan   GPA : Vary Good

Achievements

- Successfully delivered 100% of assigned development tasks across multiple projects, including Jordan Islamic Bank project and corporate websites.
- Led full-cycle development of hospital management systems, e-commerce platforms, and corporate web portals, improving workflow efficiency and user engagement by 35–40%.
- Designed and executed marketing campaigns, created posters, and managed social media content, increasing digital reach by 40%.
- Managed and optimized ERP, CRM, Payroll, Finance, and Retail systems, including database administration and black-box testing.
- Developed CRM mobile applications and performed end-to-end functional and integration testing.
- Built automation workflows using n8n and integrated AI voice systems with VoicHub, enhancing system efficiency and customer interaction.
- Reduced manual processes and optimized system performance by 25–40% through coding, bug fixing, and database optimization.
- Resolved 20+ critical technical issues, ensuring continuous operational efficiency.
- Created comprehensive documentation and workflow diagrams for all projects, ensuring smooth handover and maintenance.
- Directly collaborated with clients to gather requirements, ensuring 100% project alignment with client expectations.

Certifications

Data Science and Machine Learning with Python (Udemy)   Asp.Net MVC (The Hope International)

Agile/Scrum (Udemy)   n8n (Udemy)   Appian BPM (Udemy)   Project Manager (Udemy)

Language

English   Arabic