MOHAMED HEDI HAMMAMI

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Full-Stack Developer with 2+ years of experience building scalable web applications, internal business tools, and e-commerce platforms. Skilled in the MERN stack (MongoDB, Express.js, React, Node.js) and CMS development with Shopify and WordPress. Strong expertise in front-end performance, back-end API development, and SEO optimization.

CORE SKILLS

Frontend: React.js, Next.js, TypeScript, Tailwind CSS, JavaScript (ES6+), HTML5, CSS3
Backend: Node.js, Express.js, MongoDB, MySQL, PostgreSQL, GraphQL, REST APIs, JWT
CMS & E-Commerce: Shopify, WordPress, PrestaShop, Liquid, Sanity, Strapi
DevOps & Tools: Git/GitHub, Docker, Postman, CI/CD, Agile/Scrum, n8n

PROFESSIONAL EXPERIENCE

ShiftPoint, Tunis, Tunisia   2024 – Present
Full-Stack Web Developer

- Delivered and customized Shopify and WordPress websites, building custom Liquid templates, plugins, and PHP/JavaScript features that boosted conversion rates by improving checkout flows and product presentation.
- Integrated Shopify API with Next.js to build custom e-commerce features, streamlining product updates and reducing manual errors for store managers.
- Built and deployed internal business applications (dashboards and inventory management tools) using the MERN stack, giving teams real-time visibility and cutting manual reporting time by 60%.
- Automated data workflows with n8n, eliminating repetitive tasks and reducing API integration time from hours to minutes.
- Optimized SEO and performance by improving site architecture and reducing page load times, increasing organic traffic and strengthening user retention.
- Implemented custom tracking pixels with Google Analytics, improving ad targeting accuracy and delivering stronger campaign ROI.

3StoryConsulting, Tunis, Tunisia   2023 – 2024
Full-Stack Web Developer

- Delivered custom Shopify and WordPress websites for small businesses, increasing online sales and simplifying content management for non-technical staff.
- Developed CMS features such as booking systems, dynamic product filters, and payment/shipping integrations that automated workflows and cut order-processing errors by 40%..
- Redesigned and rebuilt Apps using modern stacks (Next.js, Node.js, and React), improving user experience, enhancing security, and ensuring faster load times.
- Implemented SEO-focused optimizations (structured data, lazy loading, caching strategies) that drove up to a 35% increase in organic traffic and higher Google rankings.

EDUCATION

Université Privée des Études Scientifiques et Technologiques (UPES), Tunis, Tunisia   2022
Master's in Computer Science