

Naouël Zenati

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SUMMARY

I am truly passionate about new **technologies** and **digital products**. Through my experiences, I have developed my **ability to understand** and **resolve complex technical issues**.

My objective is to be part of a team where we **offer the most optimal and pleasant application to customers** and where, as an individual, **my communication** and **hard-working skills** play a role in the company's overall success.

HIGHLIGHTS OF QUALIFICATIONS

- Ability to interact and effectively communicate with individuals from diverse backgrounds with a technical and nontechnical audience. Native French; Advanced English
- 2 years of experience as a **full-stack developer** and as **webmaster**
- Knowledge of **agile scrum process**
- Good understanding of **frontend frameworks** like ReactJS, NextJS, and styling with Tailwind CSS, and backend languages such as Golang, NodeJS, Php
- Familiar with **UI/UX Design concept** (Photoshop, Illustrator, Canva, Figma) and **digital marketing** (emailing, KPIs, A/B Test), CMS & E-commerce (Drupal, PIM)
- Experience with teamwork and problem-solving
- Creative, enthusiastic and good capacity to adapt

WORK EXPERIENCE

Webmaster | TFO, Toronto, Canada

June. 2023 - Present

TFO is a French-language media company that broadcasts and produces educational content for Ontario's French-speaking community.

Technical environment: CMS (SiteCore, Wordpress, Contentful), web projects management (Jira, Confluence, Monday, Notion), SEO, Ms Office(Excel PowerQuery)

- Managing **three distinct websites** for TFO.org: a video-on-demand platform, ONFR.org: a news website, and apropos.tfo.org: a corporate informational website. Coordinating and maintaining these platforms using content management tools and the enterprise management system.
- Overseeing website animations and actively contributing to content strategies.
- Playing a key role in optimizing site performance, ensuring seamless operations, and facilitating continuous development. Implementing SEO optimization, conducting user testing, and enhancing user experience.
- Continuously oversee ongoing technical challenges within cross-functional teams and external partners, ensuring effective communication and collaboration for seamless issue resolution and project delivery.
- Contributing significantly to website content strategies, overseeing revisions and **optimizations of numerous texts (more than 7000 contents)** and **standardizing** film visuals.
- During the acquisition of new content, including movies and documentary series, conducting thorough reviews and incorporating diverse visuals to enhance the overall presentation of our content.

Webmaster and Digital project coordinator | Saint-Gobain, Paris France (Apprenticeship) Sept. 2021 - Sept. 2022

POINT.P, a Saint-Gobain Group brand, is the leading building materials retailer in France with revenues of 820M€ in 2021.

Technical environment: webmastering (CMS Drupal, E-commerce (PIM), emailing (Actito), web projects management (Jira, Confluence), SEO, Google My Business (Partoo and Google My Business), Photoshop, Excel

- Following the implementation of **new features** and **current bugs** (ticket creation, follow-up, and testing) on the website and the mobile application to enrich and optimize the user experience. Weekly meeting with the technical team
- Creating **visuals** to highlight marketing campaign via Adobe tools (Photoshop, Illustratrstror)
- Developing and updating web pages on our Drupal e-commerce site (updating information, integrating new content, optimizing SEO). **Creating pages from scratch** using HTML and CSS,
- Using AB Tasty software to optimize the customer experience by testing
- Communicating on the various commercial operations on digital and store news through emailing campaigns with a prospect base of **over 800,000 customers**
- Monitoring of KPIs on the performance of the website and marketing campaigns to **analyze and adjust the strategy** (e.g. improving the click rate on our emails)
- Managing different kinds of projects around digital (new open time management platform for our stores, sending photographers through our agencies/stores to enrich our google my business listings **around 25,000 photos generated**, integration of new shops/merger on the system etc.)

Full-stack developer | Thetreep, Paris France

(Apprenticeship) Sept. 2019- Aug. 2021

TheTreep is a company that offers a complete travel booking tool while aiming to reduce the pollution emitted by it.

Technical environment: Task tracking and updates (Trello, ClickUp), GraphQL/ Rest / SOAP APIs, Golang, ReactJS, JavaScript, Databases (MongoDB, MySQL), Docker

- Developing and updating the front-end of the website allowing the reservation of air travel, train and car rental, hotel booking in order to **enrich the user experience** and offer them **new features** (ReactJS)
- Developing and updating the travel management intranet site used by the customer service to **make it easier for them to manage their customers' travel** (React-Admin, ReactJS)
- Developing and consuming Api Rest / GraphQL (Golang)
- Participating in Scrum meetings (Agile - 2-week Sprint, Launch, Demo, Retro, StandUp)
- Managing each assigned UserStory and follow-up with Trello and ClickUp (around 5 to 15 user stories per sprint)

Back-end developer | University of North Sorbonne Paris France

(Internship) Apr. 2019 - July 2019

Technical environment: PHP, JS, HTML, CSS, Bootstrap

- Creating a website to manage medical students' internships

EDUCATION & CERTIFICATION

Master's degree, Digital transformation management

2022

Double degree awarded by *The Institute of Multimedia and the Internet* and *Leonard da Vinci School of Engineering*, France

Bachelor's degree, Computer science : Web and Mobile project management

2020

Sorbonne University Paris - Pierre and Marie Curie Campus, France

Associate Degree, Web Design and Programming

2019

Institut of Technology of Bobigny, France

Certification, High-Advanced English

Nov. 2022 - Jan. 2023

ILAC English School, Toronto