

# Badr Modoukh

## OBJECTIVE

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Seeking a challenging position in the Email Marketing Development field that would allow me to further develop my technical skills while contributing to the goals of your organization.

## TECHNICAL SKILLS

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<b>Operating Systems</b>	Windows OS, Linux, Unix, Mac OS
<b>Programming/Languages</b>	C, C++, Java, C#, Swift, BASH Shell Scripting
<b>App Development</b>	iOS
<b>Database Technology</b>	Oracle, MySQL, MS SQL Server
<b>Web Development</b>	ASP.NET MVC, HTML, XHTML, CSS, JavaScript, Apache FreeMarker, PHP, Web Services
<b>Tools</b>	GitHub, Git, MS Visual Studio, CodeBlocks, Eclipse, Rational Rose, Photoshop, Alation, Adobe Campaign Classic, Adobe Audience Manager, Balsamiq Mockups

## EDUCATION

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<b>Honours Bachelor of Technology – Software Development Degree</b>	<b>2012-2017</b>
Seneca College, Toronto	
<b>President's Honour List</b>	<b>2016</b>

## WORK EXPERIENCE

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<b>Marketing Operations Specialist</b>	<b>April 2019 – March 2021</b>
eBay, Toronto	
<ul style="list-style-type: none"><li>Building, updating and maintaining responsive web pages and modules on the eBay website using HTML, CSS, JavaScript, and GitHub</li><li>Coding, setting up, testing and deploying email campaigns</li><li>Writing compliant code including testing/debugging in multiple browsers &amp; screen sizes</li><li>Developing different user-friendly tools that were used on the eBay website</li><li>Building and debugging different SQL queries to pull specific user segments</li><li>Migrating all marketing campaigns to new Adobe Campaign Classic platform</li><li>Setting up and deploying various Push Notification segments for iOS and Android devices</li></ul>	
<b>Web Developer</b>	<b>September 2018 – April 2019</b>
GS1 Canada, Toronto	
<ul style="list-style-type: none"><li>Built, updated and maintained responsive web pages on the GS1 Canada website using HTML, CSS, and JavaScript</li><li>Debugged web pages on the GS1 Canada website</li><li>Coded marketing emails from scratch using HTML and CSS</li></ul>	
<b>Email Marketing Specialist</b>	<b>July 2017 – August 2018</b>
eBay, Toronto	
<ul style="list-style-type: none"><li>Coded HTML emails from scratch</li><li>Setup, tested and deployed email campaigns</li><li>Built SQL queries to pull specified user segments</li><li>Regularly updated email templates with best practices</li><li>Executed A/B tests that support key hypotheses and deliver actionable learnings through statistical test measurement and post-experiment deep-dives</li></ul>	

**Technical Analyst**

May 2016 – August 2016

Qurysh Development Co. LTD, Gaza Strip, Palestine

- Detecting, identifying, and correcting technical problems and deficiencies within the company
- Responding to first and second level technical support for minor and/or major issues
- Proper installation of suitable software and/or hardware associated to the company's computers
- Planning, developing, and implementing the back-up and recovery of company documents
- Implement and evolve a wide-range of test plans to guarantee that systems and programs are tested correctly and debugged

**PROJECTS**

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**Dynamic Items Template****Environment:** HTML, CSS, FTL, JSON

- Coded a template to pull items from the eBay website dynamically using FTL (FreeMarker Template Language)
- Used the MVC template approach to structure the code base
- Used JSON to fetch the item information from the website
- Designed the layout of the generated item image
- Template is currently being used in all eBay marketing email communications

**Christmas Gift Finder****Environment:** HTML, CSS, JavaScript, jQuery

- Created a Gift Finder module that was used on the eBay website to help users find the perfect gift for Christmas
- Coded the module from scratch and made it mobile responsive
- Designed the layout and user-friendliness of the module

**Mozilla Thimble Contributor****Environment:** JavaScript, HTML, CSS, JSON

- Created delete button to enable users to be able to delete projects created on Mozilla Thimble
- Updated major dependencies Thimble relies on
- Conducted tests to verify that the software is running correctly
- Installed and configured JavaScript linting utility to check and validate contributors code

**Server Application for Arduino Robotic Car****Environment:** C++

- Designed a server application to communicate with an Arduino robotic car
- Encapsulated the application protocol inside TCP/IP to command and communicate with the Client application installed on the Arduino robotic car

**System Analysis and Design for Specific Company**

- Created questionnaire to gather information about the system
- Analyzed company's business method and recommended a solution to meet the stated business requirements more efficiently
- Created the context diagram, use case diagram, domain class diagram, and DB diagram to show requirements for new system
- Created the use case specifications for the new system
- Designed a mockup of the user interface
- Created the project documentation

**INTERESTS**

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Discovering new up-to-date technologies, contributing to open source projects, and traveling.

*References Available Upon Request*