



# Bassam Fouad

## Web Developer and Digital Marketer

Passionate Web Developer with strong technical background. Skilled in understanding customer needs, translating them to business requirements, and implementing them into design and code. Dedicated to tackling challenging and creative roles.



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## SKILLS

Landing Pages

Web Applications

Dashboards

Content Managment Systems

Customer Relationship Management

System Designs



## WORK EXPERIENCE

### Full Stack Developer digipresence

09/2023 - Present

Dubai, business bay

a leading software house specializing in innovative governmental web applications and marketing solutions.

- I led the creation of a meticulously documented, full-stack scalable application for a medical service, integrating smartwatch data on heart rate, cardio activity, and geolocation to transmit securely to the hospital's database, ultimately identifying asthma-challenging areas in Dubai."
- I developed a charitable donation web app.
- I designed and implemented an in-house Customer Relationship Management (CRM) and Content Management System (CMS).
- Managed administrative tasks for a prominent discount service app in Dubai, handling various responsibilities to support its efficient operations.
- Managed technical issue reporting from clients and merchants to the tech team, resolving challenges ranging from business-related issues to technical code improvements.
- "Resolved communication issues between prior work using Google APIs and enhanced existing projects to automate and streamline services."

### Web Developer and Digital Marketer RE/MAX Royal Properties

05/2023 - 08/2023

Dubai / Marina

the number One Real Estate company across canada and UAE.

- Create and enhance tools for property management, sales, and customer relationship management.
- Design and manage databases for storing property information, customer data, and marketing analytics.
- Develop and maintain the company's website, ensuring an optimal user experience and mobile responsiveness.
- Implement features for property listings, search functionalities, and interactive property maps.
- Build and maintain mobile applications to enhance user engagement, allowing clients to access property listings on the go.



## WORK EXPERIENCE

### Web Developer (React.js / Next.js)

#### Digihive

01/2019 - 05/2023

A five year old performance and growth marketing agency based in Cairo. We're an agency that loves learning, growth marketing and strategic thinking.

- Designed and architected scalable and maintainable front-end solutions using React.js and Next.js.
- Translated complex UI/UX requirements into functional and interactive web interfaces.
- Wrote clean and reusable code following best practices, ensuring high code quality and maintainability.
- Ensured cross-browser and cross-device compatibility for seamless user experiences.
- Optimized web application performance through efficient page load times and rendering processes.
- Collaborated closely with back-end developers to integrate front-end components with server-side APIs.

### Front-End (React.js / Next.js/wordpress)

#### KeyFrame

09/2017 - 01/2019

- Developed and maintained frontend applications utilizing React.js, HTML, CSS, and JavaScript within a governmental company.
- Collaborated effectively with cross-functional teams, including developers, designers, and product managers, to understand requirements and deliver visually appealing and functional frontend solutions.
- Ensured adherence to coding standards, best practices, and company guidelines, resulting in clean and well-documented code and organized file structures.
- Integrating APIs and external services to enhance application functionality.
- Staying up-to-date with the latest web development trends and technologies, and actively applying them to improve development processes and outcomes.
- Conducted comprehensive testing and actively participated in bug fixing, ensuring high-quality and optimized performance of the applications.

### Social Media Specialist / Shopify/ WOO commerce Developer

#### ripplemark

07/2016 - 07/2017

EGT-KSA-UAE-QTR

- Develop and implement social media strategies to increase brand awareness, engagement, and conversion.
- Create and manage social media content calendars, including planning and scheduling posts across various platforms.
- Monitor social media channels for brand mentions, comments, and messages, and respond in a timely and professional manner.
- Analyze social media data and metrics to identify trends and insights, and optimize content and strategies accordingly.
- Collaborate with cross-functional teams, such as marketing, design, and customer service, to ensure consistent brand messaging and cohesive campaigns.



## TECHNICAL SKILLS

#### Web Technologies:

HTML5 CSS3 JavaScript (ES6+) TypeScript

#### React Ecosystem:

React.js Redux Context API Recoil Next.js

#### UI Libraries and Frameworks:

Bootstrap Material-UI Tailwind CSS Radix (Shadcdn)

#### State Management:

Flux architecture Zustand

#### Server Communication:

RESTful APIs GraphQL

#### Version Control:

Git + git hub + bitbucket + ssh

#### Testing and Quality Assurance:

Jest React Testing Library Cypress Storybook

#### Responsive Design:

Flexbox CSS Grid + tables

#### Performance Optimization:

Code splitting Lazy loading Memoization Shadertoy

#### Front-End Architecture:

Component-based architecture Flux/Redux architecture patterns



## EDUCATION

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### **Bachelor's in Computer Science**

Modern Science and Arts University

07/2017

### **American Diploma**

Pioneers Language School

04/2017



## PERSONAL PROJECTS

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### Online Talent Battles

I am presently engaged in the development of a comprehensive platform aimed at fostering online competitions and live streaming events for talented artists, enhancing their value within the freelance and event booking domains. This initiative seeks to elevate underground talent, providing a platform that spans both digital and live environments to showcase their skills and broaden their professional reach.