

# Carlos Sabbah

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## Full-stack developer & Social media expert

Full-stack developer, Top tier influencer, and content creator with over 7 years of experience in the industry. Certified in advanced Python, HTML, CSS, JavaScript (Front and backend), and in all major adobe programs including, Premiere, After effects, illustrator, Photoshop, and XD.

### WORK EXPERIENCE

#### Viral Nation International

2019 - Present, Mississauga, Ontario

##### *Head of the Social Broadcasters division*

- I manage 12 Instagram and TikTok pages ranging from 50K to 1.5M+ in follower size, most of which I created. These pages collectively generate over \$200K+ in this division.
- I organize all relevant information via Google Suite to keep track of active campaigns, revenue, contracts and business information.
- I create content for the pages i manage and ensure there is effective growth, this includes, conversing wiith other influencers to stay on top of trends.
- I onboard influencers to our talent roster for future activations and maintain day-to-day communications with them.
- I create and run social media optimization workshops for creators in the official PUBG Mobile creator program.
- I successfully executed high level campaigns with brands like Intel, Facedrive, Plarium, Deal Dash, Playline, Gameloft, Zynga and Zynn.

### FREELANCE EXPERIENCE

#### Full-stack development

2022 - Present, Mississauga, Ontario

##### *University of Toronto Full-stack bootcamp*

- To push my capabilities in development, i enrolled in the University of Toronto Full-stack boot camp.
- In this Bootcamp (ongoing), I collaborate with other individuals and delegated a team to develop (currently) over 10 fully functional applications that each focused on different topics and development strucures.
- Some of the applications include a smart weather dashboard that operates using multiple APIs, a full-stack note taker application, node applications such as a SQL employee tracker, an E-commerce backend application, an MVC structured Tech blog and more.
- For all applications, i learned to work with Github's features such as issues, projects, branches and building effective repositories using best practices.
- I also learned to work with many development structures such as OOP, TDD, ORM, and MVC, as well as working heavily with git to perform many various commands.

### SKILLS

Instagram, Facebook,  
YouTube and TikTok

Photoshop, Illustrator,  
Premiere, After Effects & XD

Python (Requests, Pydrive,  
Selenium, Tkinter, Panda,  
Gpsread, Beautifulsoup & more)

HTML (Fontawesome, TailWind,  
Daisyui, jQueryUI and bootstrap)  
and CSS

JavaScript (React.js, localStorage,  
jQuery, working with API, JSON,  
TDD, OOP & more)

Node.js (Express.js, Heroku,  
Sessions, Dotenv, Inquirer,  
MySQL, handlebars, Sequelize,  
ORM & MVC)

Github (issues, projects & more),  
Gitlab, Git, Insomnia & Postman

### EDUCATION

#### New Media

*Ryerson University*

2013 - 2018 Toronto, ON

#### Full Stack Boot camp *University of Toronto*

2022 - Present Toronto, ON

## FREELANCE EXPERIENCE

### React.js

2021 - Present, Mississauga, Ontario

#### *Developing functional components*

- I developed over 10 components with focus on different logic and functionalities.
- Some components including, Data Handling (Filtration, sorting and pagination), Fetching data from APIs (POST and GET), Dynamic and fixed Routing, handling form data, working with json and more.
- Additionally, i created components using Tailwind and Daisyui exclusively in order to maximize my skills using these frameworks.

### HTML, CSS, JavaScript

2021 - Present, Mississauga, Ontario

#### *Web Development*

- To pursue my passion for creativity and to improve my problem solving capability, i took advanced courses for all major front end development languages.
- Referring to mockups i created in Photoshop as well as from online sources, I developed over 11 websites, 5 of which are fully responsive and deployed.
- Additionally, i used bootstrap, JavaScript and jQuery in my projects to add essential functionality as well as unique creative touches.

### Python

2021 - Present, Mississauga, Ontario

#### *Webscraping, Data Analysis and Automation*

- In order to improve work efficiency, i took master python courses and developed a program that executes a part of my daily work routine.
- Further, i worked on other projects including working with fetched data from APIs, file management, automating data upload to google spreadsheet, image detection projects and more.
- Some of the libraries i worked with include Selenium, Tkinter, Panda, Tesseract, Requests, Pillow, Gspread, Numpy, Pydrive and more.

### Marketing and Content Creation

2016 - Present, Mississauga, Ontario

#### *Influencer*

- During my studies at university, I created and grew a successful instagram page called @Likklelos6ix that surpassed 380K followers in a few months.
- I learned to use photoshop to create engaging content daily.
- Further, I took advanced courses to improve my creative skills, this includes, advanced adobe photoshop, illustrator, premiere, after effects and XD.
- This page allowed me to make extra income through paid promos, influenced my creative skills and taught me discipline by sticking to a consistent schedule.
- Overtime, I built multiple connections with other publishers and we collectively adapted with the algorithm.

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