
VICTORIA ALAWI

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LinkedIn

<https://www.linkedin.com/in/victoria-alawi-872984250/>

Github

<https://github.com/lightoftwelve>

Portfolio

<https://portfolio-lightoftwelve-aa4f9ba134fe.herokuapp.com/>

Profile

I'm Victoria, a seasoned entrepreneur now a full-stack developer. With over 15 years in UI/UX design, I've integrated my vast e-commerce, project management, and SEO knowledge to craft dynamic web solutions. My strengths lie in blending technical expertise with business acumen to deliver high-impact results.

Experience

CEO/Founder, Light of Twelve; www.lightoftwelve.com — Oct 2020-Present

- Founded and scaled an e-commerce platform with hands-on experience in concept development, branding, and end-to-end web design, shipping from two international warehouses.
- Redesigned and migrated company website from Wix to Shopify for enhanced website performance and SEO, implementing website accessibility standards, and following best UX/UI design practices.
- Employed SEO tools (SEMrush, SurferSEO) to optimize user experience, site performance, and organic traffic.
- Authored SEO-rich content, enhancing customer engagement and brand visibility.
- Demonstrated expertise in analytics using Google tools to make data-driven decisions.
- Drove business growth through an innovative blend of B2B & B2C strategies, demonstrating an understanding of diverse target markets and customer needs.
- Orchestrated product importing and exporting processes, including managing port entry collections.
- Developed and executed innovative marketing campaigns and public speaking events, significantly boosting long-term profitability.
- Created fullstack esoteric centric apps in line with business vision.
- Managed a team of 5 professionals, emphasizing collaboration and project efficiency.

Skills: Full-Stack Development, Front-End & Back-End Web Development, Web Design, SEO, Project Management, Business Strategy, Business Operations, B2B, B2C, Business Development, Marketing, Import/Export Operations.

Real Estate Investor, Self-Employed; Thunder Bay, ON | Mississauga, ON — 2011-Present

- Led multiple real estate projects from acquisition to sale, managing renovation timelines, budgets, and teams.
 - Fostered relationships with vendors and banking professionals for material acquisition and property deals.
 - Navigated city auctions and market trends to optimize investments.
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Technical Skillset

Front-End Development

HTML

Advanced CSS, JavaScript

React

jQuery

Handlebars

TypeScript

Chart.js & D3.js

Figma (Wireframing)

Mapbox & Google APIs

Progressive Web Apps

Back-End Development

Node.js

Next.js

Express

Apollo/GraphQL

AWS (Lambda, S3

Buckets, CloudFront),

Database & Storage

MongoDB

MySQL

Sequelize

Mongoose

GraphQL

DevOps & Deployment

CLI

Vercel

Netlify

Heroku

GoDaddy

Git / Gitlab

Testing

Jest

Content & AI

OpenAI

Dall-E

Midjourney

...and more!

- Ensured compliance with local zoning laws and safety regulations while overseeing project budgets.
- Demonstrated effective tenant acquisition strategies, efficiently marketing properties to suitable demographics, leading to successful tenancies.
- Applied robust tenant retention strategies, including responsive customer service and proactive maintenance, ensuring tenant satisfaction and a steady rental income

Skills: Business Development, Project Management, Strategic Planning, Vendor Relations, Client Relations, Real Estate Investment Consulting, Business Operations.

Spa Manager, Merle Norman Cosmetics Studio & Day Spa; Thunder Bay, ON — 2016-April 2020

- Oversaw spa operations emphasizing financial management, inventory optimization, and team leadership.
- Spearheaded marketing initiatives and managed social media campaigns to enhance brand visibility.
- Developed client retention strategies, fostering customer loyalty.
- Supervised and trained a professional team, cultivating a culture of continuous improvement and high morale.

Skills: Leadership, Business Strategy, Operations Management, Client Relations, Strategic Planning, Content Planning, Business Development, Import/Export Operations

Education

University of Toronto — Fullstack Web Development Bootcamp, 2023

- Engaged in an intensive bootcamp, mastering both front-end (HTML, CSS, JavaScript, React) and back-end technologies (Node.js, Express, MongoDB).
- Explored relational and non-relational databases: MySQL, PostgreSQL, and Mongoose.
- Led real-world projects from design to deployment. As a project manager, I spearheaded my team to first place in challenges, emphasizing the significance of teamwork, communication, and continuous learning.

Additional Skills & Passions

Web Design

Over the past 15 years, I've channeled my passion for web development into creating a myriad of websites for fun, refining my skills and staying updated with the latest in web design trends.

Public Speaking

In my free time, I'm an avid motivational speaker, often addressing audiences of up to 700 participants on Zoom. Through this, I have honed my communication skills, ability to connect with diverse audiences, and inspire others through impactful narratives.