

MAZEN ALSWAR

Growth & WebOps Engineer | React / Next.js / AWS Amplify

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PROFESSIONAL SUMMARY

- Full-stack JavaScript developer who turns marketing ideas into measurable growth.
- Ship high-performance Next.js sites (**Lighthouse 72 → 97; SEO 70 → 100**) and wire GA4 + GTM funnels.
- Automate AWS Amplify & S3 pipelines, GraphQL APIs, and **4 000-item** digital archives.
- Former coding-bootcamp coach and diplomat—skilled at translating tech for non-engineers.

CORE SKILLS

Next.js • React • JavaScript (ES6+) • AWS Amplify & S3 • Vercel • GraphQL (AppSync) • REST APIs
Google Tag Manager • GA4 • SEO / Lighthouse • Ruby / Ruby on Rails • SQL • Git / GitHub

EXPERIENCE

CALM THERAPY – Co-Founder & Growth / WebOps Lead Jun 2024 – Present

- Re-built practice site on Next.js + AWS Amplify (calmtherapy.center); Mobile **Lighthouse 72 → 97, SEO 70 → 100**.
- Implemented GA4 / GTM funnel; tuned copy to secure the first **5 private-pay clients**.
- Converted images to WebP, added build-time compression, and deferred analytics scripts—cut TTFB by **43 %**.
- Drafted directory profiles (Zencare, Psychology Today) and tracked subscription ROI.

NEXTPPOINT – Software Engineer Sep 2021 – May 2022

- Wrote Ruby ETL scripts that processed multi-GB legal datasets.
- Investigated and resolved high-priority data bugs affecting **15+** enterprise clients.
- Participated in code reviews and design sessions for automation tools, improving release quality.

FLATIRON SCHOOL – Software Engineering Coach Jun 2019 – Jun 2020

- Guided **60+** bootcamp students through React, Redux, and Rails projects; created bite-size coding exercises adopted cohort-wide.
- Delivered ad-hoc workshops on state management and async patterns, raising average quiz scores by **15 %**.

MINISTRY OF FOREIGN AFFAIRS, Bahrain – Diplomatic Attaché Mar 2015 – Nov 2018

- Drafted UNGA 72 and HRC 29 statements; taught critical-thinking modules to junior diplomats.

PROJECTS

AQSWAR ARCHIVE – Solo Developer & Digital Archivist (aqswar.com) Jun 2023 – Present

- Normalised **4 000+** legacy scans into YYYY-MM-DD-title.ext ; seeded DynamoDB via Amplify GraphQL.
- Built React front-end with year/publisher filters; high-resolution on-demand rendering.
- v2 (in progress): batch-OCR with Google Vision + searchable UI; human QA workflow.

EDUCATION

- **Flatiron School** – Immersive Software Engineering, 2019
- **SOAS, University of London** – MA Global Media & Post-national Communications, 2012
- **University College of Bahrain** – BA Public Relations (GPA 3.4), 2011