

SALAHEDDIN ABUEIN

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Accomplished creative professional with a proven track record of success in various industries, including startups, media, e-commerce, and finance. Fluent in both Arabic and English, with excellent communication skills and the ability to effectively utilize a range of digital and technical skills. Eager to continue learning and take on new challenges. Seeking an IT position where I can utilize my strong code writing and problem-solving abilities to drive results and contribute to the success of your organization.

CORE COMPETENCIES

- **Communication skills:** Highly effective communicator with strong team collaboration skills. Demonstrated ability to actively listen and support a diverse range of stakeholders under tight deadlines. Proven track record of delivering successful live presentations and one-on-one training sessions.
- **Digital skills:** Graphic design and front-end web development expert with a track record of delivering successful projects for diverse clients. Proficient in creating and managing social media profiles for businesses, resulting in increased customer engagement and improved brand recognition.
- **Technical skills:** Skilled in the development of full-stack applications using modern web technologies, with a thorough understanding of server and database management.

EMPLOYMENT HISTORY

Front-end web developer & designer | Suade Labs, London April 2022 – Nov 2022

- Developed a better front-end user interface (UI) that increased leads by 30%
- Oversaw the maintenance and updates of the CMS and SaaS integrations, resulting in a consistently high-performing website
- Created semantic and responsive web pages and style sheets from the ground up

Graphic editor | Vubiquity, London Jan 2018 – Nov 2021

Role History:

Graphic editor (July 2019 – Nov 2021)

Localisation coordinator (Jan 2018 – July 2019)

- Helped with the enhancement of an automated system for internal image processing to increase efficiency
- Compiled metadata, images, and related asset files, created XML files for synchronised Arabic and English subtitles
- Oversaw all aspects of the daily production, sourcing, and delivery of poster art and episodic imagery for movie and TV content, including quality control and establishing partnerships with different studios
- Maintained and organised the company database of artwork files. Managed affiliate artwork requests and liaised with content providers
- Lowered localisation costs, reduced the need for outsourced subtitling services
- Published premium, transactional and subscription on-demand video content on both OTT and IPTV streaming service
- Liaised with in-house traffic, media services, operations, planning and editorial teams
- Coordinated and supported tight schedules for the client

Full-stack web developer & Project manager | Ashaam, London Nov 2016 – April 2022

- Managed all aspects of the project including website design and development, e-commerce platform management, hosting migration, branding, social media management, marketing campaigns, and partnership development
- Implemented and managed the use of various technologies such as WordPress, the open-source content management system, WooCommerce, the e-commerce plugin for WordPress, AWS (Lightsail, S3, and EC2) for hosting migration and Mailchimp for marketing campaigns, email database building and campaign management
- Organised the 70th commemoration of the Nakba in 2018, a two-day event entitled 'Palestine on the Thames – Nakba in my Present'

Sales specialist | Rosetta Stone Bookshop, London August 2017 – Dec 2017

- Assisted customers with book selections, answering inquiries and providing recommendations
- Advised on new titles, both in English and Arabic, keeping up to date with latest releases
- Assisted with branding and event promotion, working with marketing team to increase visibility
- Analysed sales data, created reports and identified areas for improvement
- Expanded store offerings by initiating the addition of art prints and postcards section

EDUCATION

Computer Science MSc, Sep 2019 – Present
Birkbeck, University of London, UK.

Bachelor of Business Administration, Sep 2004 – June 2008
Birzeit University, Ramallah, occupied Palestine.

TECHNOLOGICAL PROFICIENCY
**PROGRAMMING LANGUAGES,
 FRAMEWORKS, LIBRARIES
 AND TOOLS:**

Adobe Photoshop, AngularJS, Apache, AWS, Azure, ChatGPT, CSS, CSS3, Django, Figma, GCP, Ghost, Git, GoTo Webinar, Google Search Console, Handlebars, HubL, HubSpot, HTML, htmx, HTML5, Java, JavaScript, JSON, JSONP, Jira, jQuery, Laravel, LibreOffice, MariaDB, Matomo, MongoDB, MySQL, NQL, Node.js, NoSQL, Office, PHP, PNG, PDF, PostCSS, PostgreSQL, PrestaShop, Python, React, Sass, SEO, SGML, SQL, SVG, TypeScript, UML, Vue.js, WebGL, Workable, XHTML, XML, XSLT, YAML, Zend Server, Zendesk, iWork, vBulletin, WordPress, Cypress, Magento, Mailchimp, and VMware.

**OPERATING SYSTEMS:
 PREFERRED TOOLING:**

Linux (GNU Coreutils & Bash scripting), and Windows.
 Chrome DevTools, VS Code, and Wireshark.

PERSONAL INTERESTS:

- Hiking – including organizing hikes for the general public.
- Mountain biking.
- Photography.

Full profile: <https://www.linkedin.com/in/sabuein/>