

Contact details

- 07930 120 661
- sabuein@gmail.com
- London E10 7LZ
- sport.lined.cross
- x.com/sabuein
- github.com/sabuein
- linkedin.com/in/sabuein
- sabuein.github.io

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Salaheddin AbuEin

Profile

Experienced professional with a diverse background across industries such as startups, media, retail, e-commerce, and finance. Bilingual in Arabic and English with strong communication skills and technical competencies in software engineering and web development. Seeking an IT role to utilise coding and problem-solving skills to drive impact and further career growth in the tech industry. Continuously learning and seeking new challenges.



Key Skills



Communication skills

- Adept communicator with excellent team collaboration skills.
- Skilled in active listening and supporting diverse stakeholders.
- Successfully delivered live presentations and one-on-one training.



Digital skills

- Experienced graphic designer delivering successful projects for clients.
- Skilled in managing social media profiles, increasing engagement and brand recognition.
- Strong front-end web development expertise.



Technical skills

- Proficient in full-stack development using modern technologies.
- Experienced in server and database management.



Employment History

/* permanentRoles();
fullTimeJobs(); */

Rapid Information Systems (Welwyn Garden City, England, UK), Web application developer March 2023 – Present

- Led the design, development, and management of the company website for Rapid at <https://rapid-is.co.uk/>, utilizing Ghost, a Node.js-based open-source CMS, to ensure optimal performance and user experience.
- Collaborating with clients to deliver optimal solutions using HTML, CSS, and JavaScript.
- Developing intuitive UIs and integrating data processing with Java, SQL, and jQuery library.
- Creating reusable components to extend Rapid, the open-source low-code platform.

Suade Labs (London, England, UK), Front-end web developer & designer April 2022 – November 2022

- Participated in a successful re-branding project.
- Expertly translated Figma designs into functional templates.
- Developed high-quality, responsive, and semantic web pages using HTML5, CSS3, and JavaScript ES6.
- Managed Ghost open-source CMS, integrating with various SaaS solutions and web analytics apps.
- Skilled in using Node.js, gulp.js, Handlebars.js, Sass, and Cypress technologies.
- Demonstrated expertise in web scraping through implementation in JavaScript.
- Advised marketing team on technical SEO issues to improve website performance.

Vubiquity (London, England, UK), Graphic editor July 2019 – November 2021

- Coordinated poster art for movies and TV digital content.
- Managed image production and delivery with Adobe Photoshop, Jira, and other software.
- Built relationships with studios and content providers.
- Improved image processing system efficiency.

Vubiquity (London, England, UK), Localisation coordinator**January 2018 – July 2019**

- Coordinated and processed client schedule
- Decreased outsourced subtitling and captioning costs.
- Managed liaison with in-house teams.
- Created synchronised Arabic and English subtitles.
- Complied metadata, images, and asset files.
- Published content on OTT and IPTV streaming services.
- Efficiently managed clients, assets, issue tracking, and project progress using Jira.

**Rosetta Stone Bookshop (London, England, UK), Sales specialist****August 2017 – December 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 and ensuring the addition of art prints and postcards section.

BareedEE (Ramallah, occupied Palestine), Operations manager**March 2016 – September 2016**

- Led team to win the AngelHack Ramallah 2016 grand prize.
- Co-developed foundation for a fleet of 50 drivers.
- Assisted CEO in focusing on high-priority strategic issues.
- Handled day-to-day administrative affairs of the office.
- Set standards for performance and monitoring to serve 100 businesses.
- Optimised fleet operations and improved service quality.
- Utilised data analysis and performance metrics to make strategic decisions.
- Collaborated with stakeholders to identify and implement best practices.

Bank of Palestine (Ramallah, occupied Palestine), Senior credit officer**November 2013 – June 2016**

- Pioneered credit service at the Al-Irsal sub-branch.
- Built and maintained strong relationships with key clients and stakeholders.
- Obtained and analysed information for credit applications.
- Consistently exceeded performance targets for loan approvals and client acquisition.
- Prepared and delivered effective business presentations.
- Represented the bank at major events.

Bank of Palestine (Ramallah, occupied Palestine), Bank teller**April 2011 – October 2013**

- Assisted customers with banking needs and processed transactions.
- Provided excellent customer service and acted as liaison between customers and management.
- Identified sales opportunities and referred additional bank products and services.
- Focused on building trust and customer loyalty.
- Consistently exceeded performance targets for sales and retention.
- Adhered to bank policies, regulations and compliance.

Best Buy Palestine (Ramallah, occupied Palestine), Retail operations manager**October 2010 – February 2011**

- Managed supply chain and business relations for retail complex.
- Organised data, managed accounts and implemented loyalty programmes.
- Developed marketing strategy, prepared sales projections and selected vendors.
- Recruited, trained, and evaluated staff, mentored new employees.
- Monitored and analysed sales data to inform inventory, pricing, and promotions.

STIA (Ramallah, occupied Palestine), Assistant operations manager**July 2008 – August 2010**

- Developed and executed marketing strategies for family-owned business.
- Managed all aspects of online presence for company.
- Led product launches and promotional events for increased visibility.
- Collaborated with teams to develop advertising campaigns.
- Successfully managed supply chain and business relationships.
- Managed bookkeeping, provided support to management.
- Coordinated statements and tracked information.





Previous Skills and Experience

```
<!-- sideHustles(); -->
/* freelance(); */
```

Ashaam (London, England, UK), Full-stack web developer & Project manager November 2016 - April 2022

- Managed all aspects of a successful project, including website design and development.
- Implemented and managed the use of WordPress and WooCommerce.
- Utilised AWS (Lightsail, S3, EC2) for hosting migration.
- Leveraged SQL to manage databases and efficiently retrieve and manipulate data.
- Successfully directed marketing campaigns with Mailchimp.
- Led effective partnership development initiatives.
- Organised "Palestine on the Thames - Nakba in my Present" for the 70th Nakba commemoration.

PBC Palestine Broadcasting Corporation (London, England, UK), Cloud engineer January 2021 – February 2021

- Assisted in migrating on-premise workloads to Amazon Web Services (Lightsail, S3, EC2).
- Ensured smooth transition and seamless integration with minimal disruption.
- Helped setup and configure new domain name <https://pbc.ps/>.
- Provided training to employees on AWS usage.



The Association of the Palestinian Community in the UK (London, England, UK), Executive committee member May 2018 – April 2019

- Actively participated in meetings and provided input and suggestions for events.
- Acted as a liaison between different stakeholders to ensure successful execution of events.
- Assisted in organising events for the Palestinian community and general public in the UK.

Daughters Group (London, England, UK), Full-stack web developer April 2013 – October 2019

- Led the development of the company's website using WordPress as a CMS.
- Implemented and customised themes and plug-ins for the CMS.
- Delivered high-quality and custom web experiences.
- Handled back-end development, including databases and server integration.
- Utilised SQL to optimise database performance and to efficiently manage and manipulate data sets.
- Managed the company's domain names: daughtersgroup.ps and hanes.ps.
- Ensured high performance and managed technical aspects of the project.

Hayat Theatre (Ramallah, occupied Palestine), Full-stack web developer January 2013 – December 2015

- Led development of website using WordPress as CMS.
- Implemented and customised themes and plug-ins.
- Utilised best practices in website design and development.
- Managed all technical aspects for high performance and availability.



Education

```
# computerScience();
// businessAdministration();
```

- Birkbeck, University of London, MSc Computer Science, September 2019 – Present
- Birzeit University, BA in Business administration (Achieved 2:1), September 2004 – June 2008
- Al-Hashemiya Secondary Boys School (Tawjihi scientific stream graduate), September 2002 – June 2004



Interests and Hobbies

```
# alwaysMove();
# startAnjunadeep();
```

- **Music:** Music is an outlet for my creativity and expression through sound and rhythm. I appreciate different musical styles and cultures and use it as a means to relax and unwind.
- **Biking:** I love exploring cities and nature through road and mountain biking.
- **Hiking:** I enjoy outdoor exploration and immersing myself in nature through hiking. Organising hikes for others allows me to showcase leadership and build community.
- **Gardening:** I spend time with my family at our allotment, growing – or failing to! - vegetables, where we are an active part of the community.
- **Photography:** Photography is a means of self-expression and creativity for me.



References

```
// peopleToPeople();
// letMeKnow();
```

- Available upon request.

