Youssef LOAY

Full Stack Web Developer
github.com/youssefloay
linkedin.com/in/youssefloay
https://youssefloayportfolio.vercel.app

+33634051384 📞
youssefloay@gmail.com ✉
France 📍

Professional Experience

YLS Consultancy
Feb. 2024 - Present
France

Full Stack Web Developer
- Developed e-commerce and showcase websites using WordPress, WooCommerce, ReactJS, TypeScript, and NextJS.
- Integrated payment APIs and optimized stock management for real-time updates.
- Designed attractive and accessible UX/UI interfaces in collaboration with stakeholders to meet client needs.
- Optimized website performance (loading time, security, multi-device compatibility) for a seamless user experience.

Oppizi France
Jan. 2022 - Jan. 2024
Montpellier, France

Regional Marketing & Operations Manager
- Analyzed market trends and business needs to define strategic marketing campaigns.
- Identified and resolved causes of low conversion rates in Montpellier.
- Developed campaign frameworks and methodologies to track performance.
- Executed large-scale marketing initiatives (Montpellier, Nîmes, and Avignon), taking a leadership role in team management and HR strategy.
- Collaborated with clients to ensure results aligned with their objectives.
- Monitored and analyzed campaign performance to optimize ROI.
- Worked with internal and external teams to maintain operational consistency.

AlphaOmegaGreen
Sep. 2020 - Sep. 2021
Montpellier, France

WordPress Web Developer & SEO Manager
- Participated in requirement-gathering workshops and clarified business rules with the sales and marketing managers acting as Product Owners.
- Worked closely with a senior developer to define the appropriate technology and architecture.
- Configured WordPress to meet business needs by integrating custom plugins.
- Integrated WordPress with MailChimp for smooth newsletter management.
- Maintained and updated the website based on Product Owner requests.
- Managed a project end-to-end under the supervision of a tutor.
- Implemented an SEO strategy to enhance website visibility on search engines using Google Search Console.
- Integrated Google Data Analytics to track and analyze website performance in real-time, ensuring follow-up with the marketing manager..

Education

ESGI Lyon
ESICAD Montpellier

Bachelor's Degree in Web Engineering
BTS in IT Services for Organizations (SLAM)

Technical Skills

Web Development & Programming Languages: JavaScript, HTML5/CSS3, SQL, jQuery
Frameworks & Tools: ReactJS, NodeJS, NextJS, TailwindCSS, WordPress, Docker, MongoDB
Databases: MySQL, optimization with WAMP
Tools & Environments: Linux, Git, VS Code, GitHub
UX/UI Design: Figma, web project design and management
Methodologies: Scrum, Waterfall

Languages

French: Bilingual
Arabic: Bilingual
English: C1 (TOEIC 965)