Zahid Hossain

Optimization Executive

Contact

Halstead Place
South Shields
NE33 4LH
+447454463441
Zahid.hossain@hotmail.co.uk

Education

Newcastle University
Computer Science (HCI)
2014-2017
At the end of the degree, an upper second class was achieved across many modules.

Gateshead College
BTEC Level 3 Extended Diploma in IT
A very valuable experience which resulted in completing 18 different units and achieving a very high set of results (Distinction*; Distinction*; Distinction)

Objective

A positive minded individual who enjoys working as part of a team with strong communication skills, problem solving skills and analytical skills looking to join a team of talented individuals in the field of web development and optimization.

Experience

09/01/2023 – Current
Web Optimization Specialist • EZRA
My key responsibilities as **Web Optimization Specialist** at **EZRA** are:
- Lead CRO and A/B tests - this includes:
  - Use **JavaScript**, **CSS** and **HTML** to develop and implement user interface changes.
  - Use VWO and Tag Manager to push changes to the website
  - Analyse through Google Analytics and Hotjar web performances and plan the next steps to improve web conversion rates
  - Create road map of tests

So far in 2023, since joining EZRA, I've helped the company increase conversion rates by 100%.

28/03/2022 – 25/08/2022
CRO Developer • JD Sports
My key responsibilities as **CRO Developer** at **JD Sports** are:
- Build and maintain existing experiences on Monetate
- Making sure tracking is set up correctly for the A/B tests in order to accurately find results for which test is the winner
- Check data using Power BI
- Building tests using JavaScript, CSS, HTML and JQuery.
- Attending code reviews to improve self coding techniques as well as helping the team improve their coding methodologies.
- Review code from the team to ensure there aren't likely to be bugs in the code.
- Quality Check the website through Browser Stack.

06/12/2021 – 02/02/2022
Midweight Developer • Don't Be Shy
My key responsibilities as **Midweight Developer** at **Don't be shy** are:

- Developing WordPress website using tech stack: PHP, Laravel, HTML and SCSS.
- Building fully responsive sites.
- Use GIT version control to push changes to be reviewed and be added to the main branch.
- Keeping client services up to date with the progress of the project
- Keeping the team informed with the progress of the projects.
- Review code from the team to ensure there aren't likely to be bugs in the code.
- Quality Check the website through Browser Stack.
- Client worked with: https://socialvalueportal.com/

17/09/2018 – 05/12/2021
Optimization Executive (Front-end developer) • Dentsu

My key responsibilities as **Optimization Executive** at **Dentsu** were:

- Developing tests using JavaScript, HTML and CSS and adapting to test plans and designs which were previously agreed with clients.
- Communicating effectively with clients during meetings and through e-mails.
- Using Google Analytics to monitor performance of A/B tests.
- Communicating effectively with the wider teams in order to understand A/B test performance and to analyze improvements.
- Creating Core Web Vitals and Site Speed reports and presenting them to clients to help gain further knowledge on site performance.
- Managing team mergers and training new team in learning CRO.
- Managing and training new recruits
- Work under tight deadlines in an agile environment.
- Clients worked with: Ageas, Rias, Magnet Kitchens, Cigna, Postcode Lottery, SpecSavers, Autorama (Vanarama), Toolstation and Nuveen.

10/11/2017 – 31/08/2018
Graduate Case Handler • Santander Operations

11/2016 – 02/2017
Teaching Assistant • Work Experience • Glynwood Primary School

References

Available upon request.

Key Skills

• HTML • CSS • SASS • JavaScript & jQuery • WebPack • PHP • GIT • Microsoft Office • Adobe XD • Figma • Photoshop • VWO • Monetate • Google Optimize • Sitegainer • A/B Testing • Google Analytics • Baymard Qualified • Fluent in Italian, English and Bengali • Full UK Driving License • Browserstack testing • WordPress • Contentful