Zoubair Moassar

Software Developer & Designer

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## Brief Summary

I am software developer & designer with 3 years of experience developing and creating websites, windows applications. Also have good experience working with woocommerce and creating plugins for wordpress. My experience has taught me a lot, especially in problem solving and how to be calm and solve the problem in less time without stress. I hope to be software engineer someday so am always learning and developing my self.

## Experience

**Milky makers from april 2021 as Software Developer** :

**Responsibilities:**

**Development:**

-Creating desktop application for managment and help running the business (winforms,c#,sql)

-Creating websites for the brand (each country with separate website).

-creating and develop api plugins that push new orders to the courier company automatically ( php ).

-creating inventory management plugin (**database** creating) and connect it with api plugin ( to deduct the order quantity from our system )(php,html,css,wp db,sql).

-create actions on the website with javascript.

-minimizing all the big data to make the website faster.

- Adding more cities and areas to the list of checkout by using filters and hooks of WooCommerce.

- Solving problems and close look into all the possibilities to avoid this problem happening again.

-Maintain the security and website speed score.

-Integrating smart redirection system based on user country and visited pages on the website without losing our ranking on google.

- seo for the website to perform well on google ranking.

-fix error related with styling with html and css.

-translating the website to arabic.

-add products, manage the stock, to website

-creating new buttons for changing languages or switching the currency.

-change the styling of the website with css

-creating landing page and new pages with html and css.

-customizing the emails processing order, pending payment order, abandoned cart, completed order, cancel order, refund order, partially refund…

**Social media**:

-analytics for on facebook ads

making creative ads settings

--analyze the performance of the ads in facebook and scale it to get more result.

—creating banners for the website

—creating mockups for the websites

-creating mockups for the products ads

—editing in the .ai art work for labels

—creating stickers with the products

—creating designs for instagram

—creating certificates of achievement

—creating videos

—creating moving posts

—translating the instagrams posts to arabic

**TAZZNIR** ( Marrakesh )**from 03/02/2019 to 20/03/2021 As Web Marketer and developer**

**Responsibilities:**

* ➢ Build application to manage the orders and report and tax calculation with C#,SQL and windows form.
* ➢Creating customized Landing pages using **Css**(**SASS**), **Html** and **php** for selling products.
* ➢ Creating Web Stores and make it looks good for visitors using ( shopify, wordpress ).
* ➢ Developing plugins to edit wordpress to make it fit for our services.
* ➢  Searching for Good Products To sell.
* ➢  Test New products in the market by Facebook ads, google adword and google shopping.
* ➢  Analyze the result of the ads and make a report
* ➢  Import products from suppliers in china and negotiate with them to get the best quality with the lowest price
* ➢  Split the work steps between our teams and making sure that everyone knew his task
* ➢  Make a landing page for the new product that have good visitor experience
* ➢  Make videos for Ad-creative for advertising (Different Ads Version)
* ➢  Lunch the Advertising and keep tracking the result
* ➢  Scale the Advertising to bring more sales per Day
* ➢  Daily Report of the Orders and sales
* ➢  Making Customization on all the stores pages with CSS

**KARON CAR** ( Marrakesh )**From 02/2018 To 01/2019 As Web Marketer and developer**

* ➢  Searching for design and colors to make logo, website…
* ➢  Making logo, cover, icons, business cards
* ➢  Creating Good looking Car Rental Website booking website
* ➢  Creating the important pages Like privacy, FAQs, refund policy...
* ➢  Add the Cars in the Website and make Inventories.
* ➢ Add the location for every car.
* ➢  Customize Pages in the Websites.
* ➢  integrating payment gateway systeme.
* ➢  Make different advertising ways like Facebook ads, AdWords, and native Ads.
* ➢ Track Conversion and scale the ads the reach more people and hit more conversions
* ➢ Expand the websites to make people can purchase international.
* ➢ integrating New plugins and themes and make sure that website running smoothly

1. **Professional Skills**

➢ FACEBOOK ADS: 90%. ➢ WORDPRESS: 90%.➢ WOOCOMMERCE: 90%, ➢ Shopify: 85%. ➢ SEO: 60%,➢ HTML5 & CSS3 : 70%,➢ SQL MSSQL: 80%,➢ JAVA SCRIPT 50%,➢ C#: 50%,➢ WINDOWS FORM C#: 50%,➢ Sass: 40%, ➢ nodjs: 35%, Php: 75%.  
➢ Integrating domain name with hosting and any install CMS: 100%  
➢ Logiciels: photoshop, visual studio, Atom, Word, excel...

## Education

**- Computer science Diploma** in **2019**

- High School Degree in science in 2016

-Udemy Courses in windows form with C#, html, css, javascript, Sass, nodjs.

Languages:

Arabic (Mother Tongue).

English (Written, Spoken, and Read).

French (Written, Spoken, and Read).

Hobbies and Interests:

Arduino.

Robotics.

Codding.

Traveling.