Ayoub FATIHI

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PROFESSIONAL SUMMARY

A dedicated Full-Stack Developer with over 9 years of experience specializing in WordPress development, custom web applications, and server management. I excel in creating tailored digital solutions for diverse industries, including healthcare, e-commerce, education, delivery, and more. With expertise in CMS platforms, plugin development, and advanced booking and delivery management systems, I bring a comprehensive approach to solving client challenges and delivering innovative results.

WORK EXPERIENCE

Brander   **Doha, Qatar**
Lead Developer   *Sep 2023 - Dec 2024*

- Led a team of 3 developers and 2 marketing specialists to execute 9 strategic projects.
- Developed the **Al-Mohtawa Platform** for online courses with live streaming and automated certifications.
- Created **Live Aqar**, a real estate platform showcasing properties through video reels.
- Set up and managed servers hosting 12 websites and mobile applications.
- Configured 24+ professional emails using advanced SMTP systems for zero spam.
- Increased advertising campaign conversions by 40% through optimization.

Nuance Digital   **Doha, Qatar**
Full-Stack Developer   *Sep 2021 - Sep 2023*

- Developed and launched over 30 custom WordPress websites for a diverse clientele.
- Built websites using Figma designs and custom coding for enhanced user engagement.
- Collaborated on team projects like Adam Coffee Shop, resulting in 1,000+ unique visitors in the first month.
- Worked across CMS platforms such as Shopify, Joomla, and Webflow.

Eramedia Marketing   **Rabat, Morocco**
Web Developer   *Jun 2020 - Jul 2021*

- Designed and developed marketing-focused websites with modern designs and personalized features.

S2EL   **Rabat, Morocco**
Web Developer   *May 2019 - Apr 2020*

- Created tailored websites that increased client online traffic by 40%.

Freelancer International   **International**
Freelance Developer   *Jan 2015 - Jan 2023*

- Developed a real-time **Driver Management System** for G-PRIM in France, including:
  - Dashboards for managers and drivers.
  - Features like route optimization, real-time tracking, and proof of delivery with photo verification.
- Built scalable e-commerce platforms, such as Shoppilik, for seamless user experiences.

PROJECT EXPERIENCE

Efficient Delivery Management   **Paris, France**
Delivery Driver Management   *Feb 2024 - Oct 2024*

- Real-time tracking, route optimization, and proof of delivery functionality.
- Streamlined order assignments for efficient delivery operations.

Advanced Healthcare Scheduling   **Doha, Qatar**
Advanced Booking System for Doctors and Clinics   *May 2024 - Dec 2024*

- Three dashboards for doctors, employees, and customers.
- Integrated payment gateways, Google Meet, and Zoom for online appointments.
- Automated notifications and calendar syncing for seamless scheduling.

Custom Digital Platforms   **Doha, Qatar**
Custom Web Applications   *Nov 2023 - Feb 2024*

- Built specialized platforms tailored to industries like education, healthcare, and real estate.
- Solutions include content management systems, interactive dashboards, and user-friendly interfaces.

EDUCATION

University Mohammed V   **Rabat, Morocco**
Master's in Nuclear Physics   *Graduation Date: Jul 2020*

University Mohammed V   **Rabat, Morocco**
Bachelor's in Physics, Specialization in Computer Science and Automation   *Graduation Date: Jun 2018*

CERTIFICATIONS

Digital Marketing & SEO : Specializing in increasing visibility, driving traffic, and optimizing online presence for businesses.

Advanced WordPress Development : Crafting bespoke themes, enhancing performance, and creating dynamic features for diverse needs.

Frontend & Backend Development: HTML5, CSS3, JavaScript, PHP, Laravel.

KEY SKILLS

Web Development: PHP, Laravel, HTML, CSS, JavaScript.

CMS Expertise: WordPress, Shopify, Wix, Joomla, PrestaShop, Webflow, Drupal.

Plugin Development: Custom WordPress plugins for advanced functionality.

Server Management: DigitalOcean, AWS, Contabo.

Professional Email Setup: MTP configuration and custom email solutions.

Integration Expertise: Payment gateways, Google Meet, Zoom, and more.

Database Management: MySQL, MariaDB.

Other Tools: Figma, Git, Adobe Suite.

LANGUAGES

Arabic: Native.

English: Fluent.

French: Fluent.