HATIM HAMMOUCH

FULL STACK DEVELOPER

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SUMMARY

As a dynamic Full Stack Developer with over 5 years of experience, I specialize in developing robust web solutions and system architecture. My skills extend to eCommerce platform enhancement, with strong capabilities in AWS, Docker, and RESTful API development. Adopting Agile and Scrum methodologies, I streamline SDLC and drive innovation. My commitment to both front-end and back-end excellence is powered by my proficiency in Typescript and JavaScript frameworks, including React and Vue, improving growth and user engagement. Fluent in English and French, I bring adept technical support and collaborative problem-solving abilities, aiming to significantly contribute to the organization's objectives.

SKILLS

- Programming Languages:
  - Python/Django, JavaScript/jQuery, C#, ASP.NET, PHP/Laravel, React.js, Vue.js
- Web Design:
  - HTML5/CSS3, SASS, Bootstrap, Adobe Photoshop, Illustrator, Figma
- UX Design:
  - User Experience principles, Wireframing, Prototyping
- Operating Systems:
  - Windows 10/11, Linux, macOS
- Database Systems:
  - Database design, SQL querying, administration (MySQL and MongoDB)
- Version Control:
  - Proficient with Git and GitHub
- Networking:
  - TCP/IP, Network troubleshooting, Web hosting (AWS, S3, RDS), Virtualization, Security
- Content Management Systems:
  - WordPress/WooCommerce, Drupal, Magento, Shopify
- Digital Marketing:
  - Technical SEO, Website Analytics (GA4), PPC, Social Media Ads, Email and SMS Automation
- Additional Skills:
  - Multi-tasking, Software development life cycle, Full-Stack development, Microservices

WORK EXPERIENCE

Full Stack Developer
Lifted Loon Inc. - Toronto CA   March 2023 - Present
- Maintained 99.8% uptime for e-commerce platforms, ensuring reliable access through monitoring and quick problem resolution, crucial for high-traffic websites.
- Enhanced server and website performance by optimizing LAMP stack on AWS Lightsail, demonstrating expertise in scalable web solutions.

- Developed custom PHP solutions within WordPress/WooCommerce, focusing on aligning with business objectives to improve operational efficiency and usability.
- Implemented robust MySQL backup protocols, ensuring 100% data recovery and upholding business continuity.
- Managed complex API integrations, significantly improving user experience and adding key functionalities to websites.
- Improved website performance through effective DNS management and Cloudflare caching, leading to increased user engagement.
- Implemented Google and Facebook OAuth for enhanced security and streamlined account management, critical in user-centric web environments.
- Customized web designs using advanced CSS and JavaScript/jQuery, enhancing brand image and user interaction, aligning with modern web trends.
- Led SEO initiatives, optimizing website content and structure for search engines, resulting in improved rankings and organic traffic.
- Executed targeted email marketing campaigns using Klaviyo, driving customer engagement and retention.
- Developed and managed SMS marketing strategies using Twilio, effectively reaching customers and enhancing conversion rates.
- Automated marketing processes and data synchronization between platforms using integration tools from Zapier, increasing efficiency and accuracy in customer communications.

Web Developer (Consultant)

Maghreb Nutrition SARL - Morocco/North Africa   September 2022 - Present
- Architected and sustained a dynamic web ecosystem of 13 pages, leveraging advanced HTML, CSS, JavaScript, and PHP/MySQL. Achieved a notable 99% uptime, demonstrating exceptional proficiency in web operations and system reliability.
- Engineered a custom WordPress framework from the ground up, implementing extensive PHP modifications. This initiative significantly enhanced user navigation, leading to a more intuitive and responsive web experience.
- Elevated web security standards by successfully integrating SSL and HTTPS protocols, resulting in a 90% decrease in vulnerability exposure within the first year.
- Revolutionized user engagement, utilizing cutting-edge web development strategies combined with insightful analytics. Achieved a remarkable 35% drop in bounce rates and a 42% increase in average session length.
- Exhibited mastery in technical problem-solving, efficiently debugging complex web issues and optimizing Nginx server performance. This expertise was pivotal in maintaining seamless and efficient web operations, catering to a user-first digital experience.

Head of Web Development

Marooni LTD - Morocco/UK   December 2019 - July 2022
- Led the design and development of custom wireframes using PHP/MySQL and JavaScript, significantly enhancing client satisfaction and showcasing a blend of technical skill and customer focus.
- Orchestrated a successful transition of cloud services from Firebase to Azure, optimizing for C# and ASP.NET applications, saving the company $1,700 monthly and improving system performance.
- Developed interactive web applications with ASP.NET MVC and C#, using the Razor framework, enhancing user experience and engagement.
- Exhibited project management excellence by delivering 4 e-commerce websites in 65 days, leveraging CMS for increased efficiency.
- Built and managed a profitable e-commerce store, generating ~ $7200 in net profit within 7 weeks, demonstrating strong business and digital marketing acumen.
- Applied analytical skills to optimize social media and SEO strategies, achieving significant growth and engagement across digital platforms.
- Managed end-to-end digital campaigns, from planning to execution, achieving measurable success and demonstrating strategic leadership.

EDUCATION

- Web Development & Internet Applications | Advanced Diploma (2-year Diploma)
Faculty of Advanced Technologies, Algonquin College - ON, Canada
2022 - 2023
Dean's Honor List for all Terms: GPA: 3.92/4.0

- Multimedia Development & Web Technologies | Bachelor's degree
University of Hassan 1st - Settat, Morocco
2010 - 2013

LANGUAGES

- French and English

CERTIFICATION

- JavaScript Algorithms and Data Structures

- Responsive Web Design

- Digital Marketing Google

- Shopping Ads Google

- Facebook Ads Meta

- Google Ads Measurement Google

REFERENCES

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