

A web developer and system designer with extensive international experiences. My professional background covers a diverse range of roles, including media and marketing development, digital applications development, research, project management, and systems design. [Portfolio Link](#)

Recent Experience

Full-stack Developer / Research Solution | Dubai, UAE

Jul 2022 - Present

- **UI/UX Designer** for web and mobile applications
- **Full-Stack Developer** (MERN Stack) specializing in Web and Mobile Applications
- **Designed and implemented integrated systems** with leading CRM platforms: Salesforce, HubSpot, Zoho, and Odoo
- **Leveraged SEO, SEM**, and digital marketing strategies to enhance online visibility and optimize user experience
- **Executed payment gateway integrations** to facilitate secure and efficient transactions for users
- **Crafted comprehensive marketing strategies** aimed at driving client acquisition and fostering retention
- **Developed tailor-made solutions** on CMS platforms such as WooCommerce and Shopify

Tech Lead / Head of Tech - Allegiance Real Estate | Dubai, UAE

Feb 2023 – Oct 2024

- **Full-stack development** utilizing React, Node.js, and Express, with occasional WordPress
- **Real-time data integration** with PropertyFinder, Salesforce, Airbnb, RMS Cloud
- **Custom content management system (CMS)** development to service web applications
- **Technical SEO optimization** to enhance website visibility and performance
- **IT infrastructure** procurement and management

Salesforce/CRM Developer (Sales and Marketing Cloud)

- **Lead capture integration** from marketing channels including Meta, PropertyFinder, Google, etc.
- **Automated process workflows** including a multi-state distribution algorithm
- **Internal calendar system** to manage sales and client-journeys
- **Real-time data integration** to ensure up-to-date information across all platforms
- **Custom non-Salesforce UI dashboards** that enable external users to interact with internal data
- **Voice/PBX integration** to capture and analyze call data for improved tracking

Other Experiences

Head of Operations / Tech Lead – Versatile Synergy | Dubai, UAE

Apr 2020 – Feb 2023

Digital Transformation consultants who accomplished work on:

- Website and Mobile app development
- SEO / SEM / Digital marketing
- E-commerce / Woocommerce / Shopify
- Hubspot / Salesforce CRM
- Crypto-app development

Marketing Manager – Chestertons International | Dubai, UAE

Feb 2016 – Dec 2019

- Managed PropertyBase CRM (Salesforce)
- Digital advertising / Content Development
- Website and web app development
- Events Planning

Marketing Coordinator – Allsopp & Allsopp | Dubai, UAE

Aug 2013 – Feb 2016

- Created CRM workflow processes and email templates
- Developed microsites, HTML templates, and wordpress sites

Research Analyst – Fortbridge Consulting Pty | Sydney, AU

2011 – 2013

- Wrote research materials concerning the global energy industry.

Education

Bachelor of Arts in Mass Communication

Adamson University

April 2007

Skills

Javascript / React.js / Node / Express / Vue / Next

SOQL / APEX / Java

Google Apps script / Firebase

Systems Design

PHP/ Wordpress

Adobe Cloud CC
