NACEF TOUFIK

Web Designer & Developer, Digital Marketing Manager and SEO expert

Passionate IT professional with 14 years of experience programming and designing Web, Digital Marketing and Data Analyst, with a strong background in back-end, front-end, WordPress and Shopify development on Windows, UNIX and MAC platforms. Highly analytical and process-oriented data analyst with in-depth knowledge of database types; research methodologies; and big data capture, curation, manipulation and visualization. Furnish insights, analytics and business intelligence used to advance opportunity identification, process reengineering and corporate growth.

CONTACTS

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050 263 3105

Dubai

SKILLS & KEYS

DEVELOPMENT & DESIGN: PHP MySQL MVC HTML CSS JavaScript Bootstrap API jQuery Ajax XML JSON Agile, Web Shopify, Responsive design skills, UX UI Git GitHub CMS WordPress Joomla Drupal WooCommerce Magento PrestaShop Cloud Pixel Amazon S3, Testing and debugging skills, Back-end basics.

DIGITAL MARKETING: Search engine optimization & marketing SEO & SEM, Data Analytics, GTM Analytics, Content Creation, social media, CRM, Communication Skills,

SEO: Prior experience in content marketing, content growth and SEO. Working knowledge of search engine optimization practices. Outstanding ability to think creatively, strategically, and identify and resolve problems. Experience with website optimization tools.

LANGUAGES

- English (Advanced)
- French (Advanced)
- Arabic (Native)

EXPERIENCE

Senior Web Designer & Developer • From December 2021
PetroKnowledge, Dubai, UAE

- Web developer and designer: Backend & Frontend, head of the company's development department.

Full Stack Web Developer • From August 2017
OMG Web Development & Design., Kelowna, BC, CANADA

- Designed and put into practice several mechanisms and patterns to clean and identify useful data
- Developing back-end website applications and front-end website architecture.
- Designing user interactions on web pages & ensuring optimization for mobile phones.

Senior Web Developer • From November 2010
ADFT Informatique El Khroub Constantine, Algeria

- Developing back-end website applications and front-end website.
- Prepare and manage the digital marketing budget
- Oversee all the company's social media accounts

EDUCATION

- **Technology, automated information and exact sciences** — University of Constantine Faculty of Science of Technology Algeria (2006)
- **State HVACR Engineering** — University of Constantine Faculty of Science of Technology Algeria (2013)
- Canadian Equivalency: **Bachelor's and Master's Degree** from a recognized institution. (WES Toronto)

REFERENCES

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- **Dwayne MacLeod:** +1 (250) 921 9163 | Email: dwayne@waypointtechnical.com