Karam Baaj

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WEB DEVELOPER & DIGITAL MARKETING SPECIALIST

Results-driven Web Developer and Marketing Specialist with over 5 years of experience in web development, SEO, and digital marketing. Proven track record in driving lead generation and increasing conversion rates through optimized web design and targeted advertising campaigns. Seeking a challenging role to contribute technical and marketing expertise in web management, digital advertising, and eCommerce development.

PROFESSIONAL EXPERIENCE

Seedel Digital Marketing
Web Developer

www.Seedel.net

July 2023 - Present
Dubai, UAE

- Spearheaded the full development and design of websites, collaborating with content writers and designers to deliver over 20 fully optimized eCommerce sites within a year.
- Created WordPress websites focused on SEO optimization, mobile responsiveness, and sales funnel design, resulting in a 30% increase in client conversions.
- Implemented digital advertising campaigns on Google Ads and social media, achieving a 25% boost in lead generation through custom landing pages and targeted ad placements.
- Supervised and mentored junior developers, ensuring the delivery of high-quality projects aligned with company objectives.
- Played a key role in marketing strategy meetings, contributing to campaigns that grew the client base by over 40%.

Softomars
Web Developer

www.softomars.com

September 2021–June 2023
Bucharest, Romania (Remote)

- Collaborated with design teams to develop responsive eCommerce websites using Magento2, optimizing for speed, performance, and SEO.
- Built and updated plugins for the Adobe Commerce Marketplace, driving an increase in client sales by 15%.
- Managed the migration of outdated eCommerce platforms to modern frameworks, reducing site load times by 40%.
- Customized and maintained WordPress websites for various clients, ensuring compliance with SEO best practices and enhancing user experience.

Freelancer
Front-End Developer

August 2019–August 2021

- Developed mobile-first JavaScript, HTML5, and CSS3 templates for cross-platform app development, improving project efficiency by 20%.
- Built single-page applications (SPAs) using React.js, simplifying complex user interfaces, and increasing site engagement by 18%.
- Delivered custom front-end solutions for eCommerce sites, enhancing functionality and site performance.

EDUCATION

Master's in Web Technology

Syrian Virtual University | 2022–Present

Bachelor's in computer sience

Tartous University, Syria | 2014–2021

VOLUNTEERING EXPERIENCE

Al Multaqa Family Cultural Charity   **2021−2023**
Web Development Trainer   **Mashta Al-Helou, Tartous, Syria**

- Delivered 250+ hours of training in programming and web development, educating over 100 students across various age groups.
- Conducted coding courses for children (under 11) using Scratch, inspiring early interest in technology.
- Trained teenagers and university students in front-end and back-end development using HTML5, CSS3, JavaScript, and PHP, leading to several student-led web projects.

SKILLS

Web Development:

HTML, CSS, Sass, Less, JavaScript, Bootstrap, Git & GitHub, React.js, PHP, SQL, MySQL, AJAX, Magento 2, WordPress, WooCommerce, Shopify

Marketing & SEO:

Technical SEO, Google Ads, Social Media Campaigns, Landing Pages, A/B Testing, eCommerce Optimization, Conversion Rate Optimization (CRO), PPC, Email Marketing

Tools & Frameworks:

CMS, CRM,Google Analytics, MailChamp, Agile & Scrum Project Management

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LANGUAGES

English : Fluent
Arabic : Native