

# Zeina Al Shbib

Front-End Engineer / UX/UI Designer / Marketing Strategist

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Dubai, United Arab Emirates



## SUMMARY

As a passionate Web Developer, Designer, and Marketing Strategist, I bring a unique blend of technical prowess and creative vision to every project. With a robust background in developing dynamic, user-friendly websites, I specialize in transforming complex ideas into visually stunning and functional digital experiences.

## EXPERIENCE

### Sr. Apple Practice Web Developer | Marketing Strategist

#### Midis Global

01/2024 - Present Dubai, United Arab Emirates

- Leading the Developing of the Apple Practice Website
- Increased Website Traffic and Engagement
- Launched Successful Email Marketing Campaigns
- Increased Social Media Growth and Engagement
- Analytics-Driven decisions based on tools such as HotJar & Google Analytics

### Front End Developer

#### LINKMEDIA

03/2021 - 01/2024 Dubai, United Arab Emirates

- Develop functional and appealing websites that are consistent across all browsers & platforms.
- Provide websites maintenance and enhancements.
- Converting PSD files to animated, responsive websites using HTML5, CSS3 & JS
- Maintaining and modifying websites and user interfaces.
- Routinely testing websites for ease of use, speed and other quality factors.

### Web Developer / Designer

#### FAIR EXHIBITION ORGANISERS

04/2019 - 03/2021 Dubai, United Arab Emirates

- Developing the events websites.
- Creating creative branding for our events such as logos, packaging, brochures, flyers, badges, event IDs, roll-ups & banners.
- Improving the UI/UX of the websites.
- Creating campaigns on Zoho.
- Designing and creating newsletters.
- Designing social media marketing materials.
- Gather and refine specifications and requirements for the websites.

### Front-End Developer

#### VATPRO

06/2018 - 01/2019 Dubai, United Arab Emirates

- Developing the front-end of the website and deploy it on Salesforce.
- Improving UI/UX of websites.
- Creating website layout/components interfaces.
- Handling the back-end system on Salesforce and improving tables structure.
- Creating chatbot for the website on Salesforce.

### Web Developer

#### CODENDOT

01/2016 - 05/2018 Lebanon

- Developing more than 40 responsive WordPress websites from scratch (customized themes) that feature user-friendly experience and clear navigation.
- Provide support for websites and related services.
- Optimizing websites speed & security.
- Optimizing and improving SEO of the websites.

## LANGUAGES

English

Proficient



## SKILLS

### Web Development Skills

WordPress

JavaScript

MySQL

HTML

CSS/SASS

Bootstrap

Git

jQuery

Responsive Design

PHP

WooCommerce

### Design Skills

Web Design

Print Design

Logo Design

Photoshop

Illustrator

InDesign

Logo Design

UI/UX

Marketing and Branding

Magazine Design

### Marketing Skills

Adwords

Google Analytics

Zoho Campaigns

On/Off page SEO

Keyword Research

Hubspot

Social Media Marketing

Email Marketing

A/B Testing

Project Management Skills

## EDUCATION

Bachelor's Degree of Management Information System

Lebanese University - Faculty of Business

2013 - 2015

## FIND ME ONLINE

LinkedIn

<https://ae.linkedin.com/in/zeina-shbib-8b0b87b0>

## TRAINING / COURSES

The Fundamentals of Digital Marketing

Google Credential ID BGC ZVA Y8H

Artificial Intelligence for Customer Service

Salesforce Trailhead

Entrepreneurship Foundations

LinkedIn