

Lamine Hamdad
Freelance Web Developer
Arlington Adult Public Education
Email: lamine.hamdad@gmail.com
Cell: (240) 441-1997
Portfolio: www.lhartek.com/web-development

Clearance: None
Residence: Silver Spring, MD
Willing to relocate: Negotiable
Level: Senior
Last update: 7/8/2019
Willing to Travel: 50%

EXPERIENCE SUMMARY

I am a senior front-end web developer specialized in online marketing and sales, negotiation and persuasion. My most prized goal is to empowering people and businesses in what they do. And with a very wide cultural and business international background, in addition to ten years operating in the Washingtonian area, I bring a very unique set of experiences for very comprehensive solution implementations. My engineering, commerce, and artistic background makes me a very multi-faceted asset. Being a visionary, creative and using intuition helps me find and build solutions towards any objective. I thrive in finding the most optimal solutions, researching and collaborating with team mates.

COMPETENCIES

- Scope Of Work Development
- Branding
- Qualitative and Quantitative Research
- Online Social Media Networking
- Comprehensive Solutions Development
- Search Engine Optimization (SEO)
- Front-End Web development
- Content Management Development (CMS)
- WordPress
- HTML 5
- CSS 3
- Advertising
- Project Management
- Agile Methodology
- Prototyping
- User Experience
- User Interface Design
- Problem Solving
- Ideation
- Negotiation & Persuasion Specialist
- Events and Conference Planning
- Google Analytics

EMPLOYMENT & CONSULTANCIES

STEPHENSON PRINTING

Senior Marketing, Sales, Web Development, SEO & Social Media Liaison

02/2019-6/2019

Alexandria, VA

- Project Scope Outline.
- Assessing the most capable WordPress tools for development, maintenance and updates.
- Developing the WordPress web site.
- Setting a live online host for Alpha tests and reviews.
- Submitting the final product to the I.T. Department.
- Marketing:
 - Building an online marketing strategy for Google SEO, Facebook and Instagram.
 - Research and build lists of new markets and potential clients.
 - New clients outreach strategy and negotiation processes.

ARLINGTON ADULT PUBLIC SCHOOLS

Teacher, Adult Education Center

06/2011-PRESENT

Arlington, VA

- Programming classes: PHP, SQL, HTML, CSS, WordPress and Prezi.
- Art classes: Fine Art Classical Drawing.

VISARTS

Teacher, Visarts

09/2017-PRESENT

Rockville, MD

- Drawing classes in the Master Art Drawing Technique.

INDEPENDENT WEBSITE DESIGN AND DEVELOPMENT CONSULTANT**2005-PRESENT**

- Content Management System (CMS) capabilities under WordPress.
- Responsive Design Systems.
- Search Engine Optimization.
- Create content such as text, taking and editing photographs, creating logos and graphic designs.
- Develop online marketing strategies using various platforms: Facebook, Twitter, blog, etc.
- Web site development under HTML 5, CSS 3 and PHP.
- Provide ongoing maintenance, troubleshooting and updating.

Most recent consultancies in WordPress

- Asadur's Market, www.asadurmarket.com
- Parks for People: Fairfax County Virginia Area, www.parksforpeoplefairfax.org
- Chasing Open Spaces, www.chasingopenspaces.com
- Patty P. Lundy (Writing Specialist), www.pattypundy.com
- Global Reading Network, www.globalreadingnetwork.net

UNIVERSITY RESEARCH CO., LLC**07/2014-01/2015***Consultant**Bethesda, MD**Project management and design of the USAID-funded Global Reading Network website*www.globalreadingnetwork.net

- Front-end Development:
 - Collaborated and interviewed all members of the Global Reading Network team to ensure impactful deliverables and effective online solutions.
 - Collaborated with all third party subcontractor and vendors such as the web development company (Confluence), hosting company (Madwolf Technologies), and E-learning company (TechChange).
 - Ensured that Subcontractor deliverables met funder requirements.
 - Established the *Information Architecture* of the website in collaboration with Confluence (sub-recipient).
- Back-end Development:
 - Redesigned the Global Reading Network Splash Page: HTML 5, CSS 3, PHP, Responsive Design, USAID branding and requirements, insuring Section 508 compliance, SEO, and integrating live Twitter Feeds.
- Webinar Productions:
 - Video and Photography Production: Worked closely with the IT team to record the event, controlled cameras during the live event, converted videos to a web-compatible format, and took photographs.
 - Created a new web page for the first webinar hosted by the Global Reading Network with the following features: Responsive Design, video and audio players for embedding content vs. using third parties such as YouTube, Media conversion and codex compatibility for multiple devices and bandwidth.
- Mailing list: Embedded survey monkey mailing list into a new webpage.
- Database: wrote SOW for a Content Management System (CMS) database to be developed by a subcontractor.

MOCA DC – ART GALLERY**09/2011-01/2014***Artistic & Marketing Director, web development, and database upkeep**Washington, DC*

- Designed online marketing strategy and membership entry form leading to a 10% increase in memberships.
- Marketed the services offered by the gallery to members and non-members using mass email distribution, website, social media platforms and at events in the DC Metro Area.
- Designed and developed the website using HTML, CSS, PHP, and Flash.
- Provided content such as taking and editing digital photographs, creating flash animations, written content and updating the membership page with new members.
- In charge of the e-mail service and the supervision of the proper redirecting of messages to their respective recipients.

GEEK SQUAD, BEST BUY*Consultation Agent***4/2011 - 1/2012***Washington, DC*

- Debugged customers' computers, targeting issues, and determining the definition of fixes.
- Provided accurate problem descriptions to the technical support team in order to conduct the appropriate repairs.
- Managed the service check-in and check-out experience; insured excellent customer service.
- Ensured that no customers are ever left underserved.
- Provided support to the sales team with strong knowledge of all services, technology and store business strategies.

THE NATIONAL U.S.-ARAB CHAMBER OF COMMERCE (NUSACC)*Consultant, International Development Programs and Information Systems Solutions***3/2011-5/2011***Washington, DC***1. International Development Programs:**

Managed the Results Oriented Commercial-Organization Capacity Development (ROCCD) program which focuses on the development of North Africa's business development organizations and chambers of commerce to support their members in the area of trade, capital access and policy advocacy. Funded by the U.S. Department of State's Middle East Partnership Initiative (MEPI).

- Coordinated the cross-cutting activities of the ROCCD team; served as primary liaison and coordinated logistics for all participants.
- Conducted outreach activities to solicit participant interest from more than 100 individuals and companies across Algeria, Egypt, Libya, Morocco, and Tunisia; wrote multi-lingual public communications materials such as flyers, brochures, and participants' materials.

2. Information Systems:

- Established protocols for data collection to improve effectiveness of new business development on the newly developed "Content Management" web site. This improved member services, tracking and NUSAAC membership revenue.
- Developed technical user documentation of processes such as "membership updating" using VISIO.
- Established the NUSAAC Google Site Map account using XML files to generate their online statistics—most keyed word that landed users on their web site from a Google search, referrals, most opened links and pages, most used languages—and how to use this data to increase membership and to tailor marketing material to reach a wider audience.

THE ARAB AMERICAN INSTITUTE (AAI)*Senior Information Systems Manager and Web Developer***2008-2010***Washington, DC*

- Upgraded and maintained the online local constituents' database using MySQL, Access, Excel and CSV files.
- Using HTML, PHP, and CSS, upgraded and maintained the AAI Website to serve as the primary interface for the database.
- Redesigned the search and report query forms in PHP.
- Designed and built AAI's "Google Site Map" with XML files improving the website statistics of its access, kind of users, locations from which it is accessed, and which sites referred us.

THE SMITHSONIAN INSTITUTION, MONITORING AND ASSESSING BIODIVERSITY PROGRAMS DIVISION*Research and Digital Imaging***2005- 2006***Washington DC*

- Conducted statistical research on the ten most spoken languages in Washington DC to incorporate into multi-lingual panel displays at the National Zoo.
- Designed an educational English-French pamphlet about existing birds in the National Reserve of Gabon.
- Edited and proofread the French version of *Gamba, Gabon: Biodiversité d'une foret équatoriale africaine*, a published bulletin of the Biological Society of Washington (No. 12, January 2006).
- Mentored other interns in the design and management of a Cold Fusion online database to plots trees around the world.
- Converted image slides into digital scans for web and printing production.

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

Bachelor in Information Systems at the Business School

2006-2010

Washington, DC

MONTGOMERY COLLEGE

Web Technologies Certificate

2002-2006

Rockville, MD

- Designed the Website for the Learning Communities Center in Montgomery College.

THE ALGERIAN CHAMBER OF COMMERCE & INDUSTRY (CACI) IN PARTNERSHIP WITH THE CHAMBER OF COMMERCE & INDUSTRY OF MEURTHE-AND-MOSELLE, NANCY, FRANCE

Commercial Executive specialized in Negotiation and Exports

2000-2001

Algiers, Algeria

- Thesis on the Analysis of organization, production, distribution networks, markets strategy and negotiation of the Whine Wholesaler and Import (ONCVs), spring 2001.
- Thesis on Analysis of organization, production, distribution networks, marketing, and negotiation of contracts at EUROPIPE, Joeuf, France. Summer 2001.

AWARDS & MEMBERSHIPS

- Honor Student, Montgomery College.
- Member of the PHI THETA KAPPA Fraternity.
- Best Interns of the Year, Smithsonian, Montgomery College Reward, spring 2006.

LANGUAGES & INTERESTS

- Languages: Arabic (native speaker); French (native speaker); English (near-native fluency, written and spoken).
- Interests: Master Art Drawing; Art events planning; Directing and managing photography shoots and art projects.