

# Oussama Hadj Mokhtar

Web developer / Graphic Designer

**Email :** hadjmokhtar.oussama@protonmail.com

**Address :** 07 Rue les frères cherraf , Remchi , Tlemcen

**Skype :** Live:arabicsalim\_1

**LinkedIn:** www.linkedin.com/in/prolancer

**Phone:** +(213) 557-671-890

## Summary

Innovative, task-driven professional with 6+ years of experience in web design and development across diverse industries. Equipped with a record of success in consistently identifying and providing the technological needs of companies through ingenious innovation. Proficient in developing databases, creating user interfaces, writing and testing codes, troubleshooting simple/complex issues, and implementing new features based on user feedback.

## Work Experience

**Digital Marketing Manager** | Jan 2024 - Jul 2024

*Sarl Nouha Benkhaled, Tlemcen, Tlemcen*

### Achievements :

- ❖ Designed and implemented digital marketing strategies to enhance sales for SARL Nouha Benkhaled.
- ❖ Created compelling social media content and managed multiple platforms including Facebook.
- ❖ Developed and executed targeted advertising campaigns to drive engagement and conversions.

**ERP MANAGER & DEVELOPER** | MAR 2021 - OCT 2023

*Spa Copefel Export, Mascara, Algeria*

### Achievements :

- ❖ Manage all aspects of maintenance and support and ongoing implementation of ERP system (Odo).
- ❖ Deliver training to staff on SQL querying, ERP and database concepts, and data quality.
- ❖ Provide technical support to all areas of the business in relation to master data management and ad-hoc reporting on sales and financial data .

**WEB DEVELOPER** | MAY 2018 - SEP 2020

*Matrix Design agency, Mascara, Algeria*

### Achievements :

- ❖ Designed and established user-friendly websites, including optimized checkout page, resulting in a 25% increase in user clicks and subsequently 33% in customer purchases .
- ❖ Established interactive and dynamic websites that guarantees high traffic, page views, and maximum user experience, generating a 45% increase in the company's sales revenue .
- ❖ Created beautiful opt in pages, landing pages, sales pages, as well as modify existing pages for websites using premium tools like Elementor-pro, Thrive architect and others .

## Education

**MASTER OF SCIENCE IN COMPUTER INFORMATION SYSTEMS**  
AUG 2011-OCT 2013

**Specialty :** Management of Information and knowledge systems  
The University of Abou bekr Belkaid , Tlemcen, Algeria

**BACHELOR DEGREE OF COMPUTER SCIENCE**  
SEP 2007 - MAR 2011

**Specialty :** Databases , Networks and Information Systems  
The University of Moustapha Stambouli , Mascara, Algeria

## Technical Skills



## Soft Skills



## Certificates

**GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE**  
JUL 2022 - DEC 2022

An eight-course certification program offered by Google through Coursera's learning Platform

**FULL STACK DEVELOPMENT CERTIFICATE** | MAR 2020-AUG 2020  
An eight-course certification program offered by Google through

Coursera's learning Platform

**FRONT END DEVELOPMENT CERTIFICATE** | FEB 2020 - MAY 2020  
Issued By : Sebastian Thrun, Founder of Udacity & El Omar Al Olama ,  
Minister of AI , UAE

## Work Experience

**SOFTWARE DEVELOPER** | APR 2016 - MAR 2018

*SARL Polyma Limited, Mascara, Algeria*

**Achievements :**

- ❖ Created, tested, debugged, documented and implemented software solutions for the Company utilizing skills in #Java
- ❖ Provided expert support in developing and implementing effective technical solutions that enhanced the system's performance and subsequently boosted business efficiency.

**GRAPHIC DESIGNER** | FEB 2014 - MAR 2016

*SARL CC-Engineering Design, Tlemcen, Algeria*

**Achievements :**

- ❖ Developed creative advertising content for various media, including catalogs, menus, business cards, fliers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of target audience/market .
- ❖ Conceptualized logo design, GIF animations, videos, websites, and social media channels to promote product brands .

## Languages

**French** : Professional working proficiency

**English** : Professional working proficiency