

ABDELHADY SAAD

Full Stack Web Developer | Digital Marketing Specialist

PROFILE

A senior Web Developer and Digital Marketing Specialist with over 8 years of experience in architecting and managing innovative digital solutions. Combines a deep technical foundation in full-stack web development with a data-driven approach to digital product strategy, market analysis, and business solution development. Proven ability to translate complex business needs into user-centric platforms that drive lead generation, enhance customer engagement, and optimize brand visibility. Passionate about leveraging a unique blend of technical expertise and strategic acumen to contribute to dynamic teams and drive measurable business growth.

CONTACT

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WORK EXPERIENCE

AlJazirah Vehicles Agencies Co. Ltd. – Digital Marketing Specialist

01/2025 – Present

-Managed a portfolio of six digital products, including the websites for Ford, Lincoln, QuickLane, Indian Motorcycle, and Polaris, to enhance online presence and drive lead conversion.

-Conducted comprehensive market and competitive analysis using SEMrush to identify key market opportunities and inform the company's digital strategy.

-Oversaw the full product life-cycle for each digital channel, from the initial strategic planning of new features to post-launch optimization and analytics-driven improvements.

-Developed and implemented strategic business solutions that integrated front-end user experience with back-end data capture, directly contributing to lead generation and customer retention.

-Championed SEO and web channel optimization, translating insights from tools like

SEMrush into actionable plans that boost organic visibility and improve user experience across all digital properties.

Marn – Web Developer

06/2023 – 01/2025

-Collaborated with cross-functional teams and company stakeholders to prototype minimal viable products (MVPs), demonstrating early-stage product viability and feature prioritization.

-Coded and managed front-end and back-end web solutions using HTML5, CSS, JavaScript, and PHP, ensuring technical specifications aligned with business requirements and user expectations.

-Administered databases and servers (MySQL, Apache) to ensure data integrity and platform security, foundational to a data-driven approach to business solutions.

OPIOSHOP – Web Developer

01/2021 – 03/2022

-Analyzed product requirements for validity and feasibility, translating high-level business needs into actionable development plans.

-Developed, coded, and produced data-driven web applications and websites, showcasing an ability to build solutions from strategic concepts.

-Contributed to a collaborative team environment, applying e-commerce future modules and staying current with industry best practices to improve project outcomes.

SUTU3 Development – Full Stack Developer

07/2020 – 01/2021

-Architected and developed secure, user-friendly websites, showcasing a strategic focus on security and user experience as foundational pillars of product design.

-Diagnosed and troubleshoot current issues, providing bug fixes and site improvements that addressed critical pain points in the product life-cycle.

ALASSLY – Web Developer

03/2018 – 05/2020

-Engineered and executed PSD to e-commerce store development, including API and payment gateway integration, which directly contributed to sales funnel optimization.

-Managed e-commerce store setup and customization, demonstrating an early understanding of the full digital product life-cycle for business-critical platforms.

EDUCATION & TRAINING

Full Stack Web Development – ITC Training Center

Studied front-end (HTML, CSS, Bootstrap4, JavaScript, jQuery, Angular, React) and back-end (PHP, MySQL, Laravel).

Programming with C# – ITC Training Center

Introduction to programming logic, design, and application development in C#.

KEY SKILLS & TOOLS

- Digital Product Management & Product Life-Cycle Management
- Market Research & Competitive Analysis
- SEO (SEMRush), Digital Strategy, Marketing Solutions
- Frontend: HTML5, CSS, Bootstrap, JavaScript, React, Angular
- Backend: PHP, C#, Laravel, Node.js, Python
- Databases: SQL & NoSQL
- Cloud Platforms: AWS, Azure