

# MOHAMED AMIR BOUFADEN

JUNIOR SEO SPECIALIST

## PERSONAL PROFILE

Experienced full-stack web developer with a passion for transitioning into marketing and SEO to leverage technical skills for optimizing online presence and driving business growth.

## SEO SKILLS

- On-Page SEO Optimization
- Keyword Research
- Content Marketing
- Link Building
- Analytics and Data Interpretation
- Competitor analysis

## CONTACT DETAILS

Address : 03 Al khortoum street rades  
E-mail : amir.boufaden@gmail.com  
Phone number: +216 20 777 257

## PROGRAMMING LANGUAGES

HTML 5 / CSS 3 / Bootstrap / MUI / Vanilla  
Javascript / jQuery / Ajax / PHP / React JS /  
Symfony



## ORGANIZATIONAL EXPERIENCE

### AIESEC Tunisia

Marketing & Information management Vice President |  
March 2017 - Janvier 2020

- Handling Adobe Photoshop & Adobe Illustrator tools and creating visual identities
- Management of a team of 10 people for the organization of a conference with the participation of 300 members
- The creation of an information management system to optimize processes
- The creation and tracking of several marketing campaigns on the various social networks



## PROFESSIONAL EXPERIENCE

### Magento developer

Scandiweb. Jan - 2023 to present  
(Full remote position)

Working on developing Progressive Web Applications using technologies such as GraphQL, Elasticsearch, MySQL, PHP, React and many more.

### Fullstack Web Developer

SalesOps. 2021 - 2022

Create websites and web applications on behalf of our clients using the Symfony framework on the back-end and React JS on the front-end

### Junior SEO Specialist

NETPEAK. 2020 - 2021  
(Full remote position)

Keyword research, on-page optimization including internal linking, meta data, keyword usage and density. Also competitor analysis and reporting

### Wordpress & Shopify Web developer

Technovicinity Limited. 2019 - 2020  
(Full remote position)

Build e-commerce stores for customers based on their needs. Also handling different themes and plugins in both CMSs

### Community & Business Manager

HeyTalent Tunisia. 2018-2019

Manage social media campaigns and respond to customers, also work using automated tools (LinkedIn Sales Navigator) on LinkedIn to acquire new customers.



## ACADEMIC BACKGROUND

### 3W Academy Training School

Certificate in Fullstack web development |  
June 2022 - October 2022

### Collège Lasalle Tunisie

Bachelor in IT Management | 2017 - 2021

General training and introduction to IT management. The use and manipulation of several web languages.

### Lycée Technique Farhat Hached de Rades

Baccalaureat in IT Field | 2011 - 2015