

WARD ZAIDAN

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WORK EXPERIENCE

Freelance Wordpress and Shopify Website Developer (Aug 2022 - Present)

- o Meeting with clients to discuss website design and function
- o Designing and building the website front-end
- o Creating the website architecture
- o Designing and managing the website back-end including database and server integration
- o Generating WordPress themes and plugins
- o Conducting website performance tests
- o Troubleshooting content issues
- o Conducting WordPress training with the client
- o Monitoring the performance of the live website
- o Creating and administering Shopify websites with complimentary social media marketing

Graphic Designer at OGGI Services (Aug. 2021 - April 2022)

- o Developing fresh concepts for graphic content in line with the clients' goals
- o Ensuring graphics are developed, delivered on time across all digital platforms
- o Creating and vectorizing compelling & consistent assets for all digital platforms
- o Designing content that reflect the client's brand, and drive online engagement and sales

Mathematics Scholar Books Developer - Freelance (Dec.2020 - June 2021)

- o Receiving and studying the Mathematics curriculum
- o Building an appropriate concept for the material to be followed in the books
- o Creating and vectorizing clear and helpful graphics for understanding the material
- o Paying attention to detail and maintaining constant encouragement throughout the content of the books
- o Proofreading the material with education experts to ensure the material is well-built and ready to be implemented

Graphic Designer and Administrative Assistant at Finger Prints (Feb. 2019 - Dec.2020)

- o Creating illustrations, logos, brochures, posters, banners and packaging
- o Incorporating changes recommended by the clients into the final design
- o Performing secretarial tasks (phone, email, filing, post office ...)
- o Handling correspondences with clients and the manager
- o Supervising and monitoring the work of staff
- o Scheduling meetings and appointments.

Graphic Designer and Social Media Manager at Sufretna Catering (Dubai) remote job (Feb. 2018 - May 2019)

- o Setting up and optimizing company pages throughout all social media platform
- o Generating, editing, publishing and sharing daily content
- o Building and executing social media strategies after competition and audience research.
- o Creating Successful marketing campaigns
- o Responding to customers' comments, reviews and Emails

Freelance Interior Designer (Per La Luna Lebanon, Lamartine Catering UAE, and residential projects)

- o Determining clients' goals and requirements.
- o Considering the space and circulation requirements.
- o Sketching design plans, including electrical layouts.
- o Specifying materials and furnishings, and preparing execution plans.
- o Creating a timeline for all stages of the project and estimating costs.
- o Ensuring the clients' satisfaction after the execution.

Computer Tutor: Microsoft Office at Toufic Assaf Cultural Center (2009 – 2011)

- o Teaching students of different ages on using a computer.
- o Developing teaching or training material, such as handouts, study material, and quizzes.
- o Assessing students' progress throughout tutoring sessions.
- o Diagnosing weaknesses in students and following up with them.
- o Providing private instruction to individuals and improving their performance.

Sales Manager at Al Ola Wal Alam Est. (Mount Lebanon) (2009 – 2016)

- o Viewing daily operations and everyday sold items.
- o Recruiting and training staff and ensuring safety policies are implemented.
- o Solving customer complaints, and developing marketing campaigns.
- o Planning, implementing, and following-up on weekly sales programs.
- o Managing, controlling, and tracking store payroll and budget.
- o Managing personnel work schedules and attendance procedures.

EDUCATION AND SKILLS

BA. In Interior Design

LIU University; Beirut - Lebanon (2016)

Interior Decorating Certificate (Online)

Professional Career Development Institute; Georgia (2006)

Fashion Design Diploma

Hazmieh Technical Center; Beirut - Lebanon (2004)

Languages

Fluent Arabic and English

Computer Skills

Skilled in Microsoft Office, Illustrator, Photoshop, InDesign, and AutoCAD

Capable of Aftereffects, Premiere Pro, and 3Dmax

Soft Skills

An effective communicator, excellent organization and leadership skills, and a powerful team-builder. Fast and adaptive learner

Interests and Achievements

Volunteer work with Rwaiset El-Ballout Municipality

Participating in drafting proposals for the funding of projects. In addition to participating in several awareness campaigns.

Environmental Activist

Past president and member of Be2aman organization an environmental and social organization in Rweisit El Ballout - Mount Lebanon, established in 2012. Spreading environmental awareness, organizing hiking trips and reforestation campaigns.

Volunteer work with The Higher Metn Artisan Foundation

Designing visuals that reflect the identity of the organization (logos, colors, and fonts), printables, and online content. Developing and implementing a comprehensive social media strategy to increase the web traffic and brand awareness.

Courses

International Academy for Building Capacity

Fundraising for NGO's and Public Entities

Free online courses

Copywriting, Social Media Marketing, Web Design