



Abdullah Al sasa

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Gender: Male **Date of birth:** 16/06/1997 **Nationality:** Syrian

ABOUT MYSELF

Experienced Full-Stack Developer with over 7 years of experience in designing and developing scalable web applications. Skilled in **client-side and server-side architecture**, database design, and application optimization. Adept at troubleshooting, enhancing website performance, and implementing secure, efficient solutions. Strong background in **backend development, IT support, and team leadership**, with experience managing cross-functional teams and delivering high-quality digital solutions from concept to deployment.

WORK EXPERIENCE

Growpazarlama

City: Antalya | **Country:** Turkey | **Business/sector:** Information and communication

[10/09/2022 – Current] **CTO and Product Manager**

As the CTO and Product Manager at Grow Pazarlama, I have led the development of large-scale projects, overseeing the entire process from concept to launch. My responsibilities include managing cross-functional teams, including design, development, and marketing, to ensure seamless execution. I have played a key role in developing applications, setting technical strategies, and driving innovation while ensuring project completion from A to Z. My experience as a Software Engineer and a CEO has equipped me with the skills to lead teams, optimize workflows, and deliver high-quality digital solutions.

ThreeDigitSoftware

City: Antalya | **Country:** Turkey

[01/02/2022 – Current] **Software Engineer**

As the Founder and Software Engineer at ThreeDigitSoftware, I have successfully built and managed a digital agency, delivering high-quality software solutions for various clients. I have led the development of web and mobile applications, managed end-to-end project lifecycles, and worked closely with clients to understand and fulfill their business needs. My role also involved overseeing sales, strategy, and execution, ensuring efficient workflows and delivering innovative digital products.

United World Real Estate, Construction

City: Antalya | **Country:** Turkey

[01/09/2021 – 02/09/2022] **Software Engineer**

- Analyzed and evaluated software requirements for real estate management systems.
- Developed and maintained web applications to support business operations.
- Provided software solutions and technical support to enhance system performance.
- Collaborated with cross-functional teams to integrate new features and resolve issues.

- Ensured software quality through unit testing and code reviews.
- Managed and updated the company website and internal tools.

DIGITALVISE (Remote)

City: Dubai | **Country:** United Arab Emirates

[01/04/2020 – 01/04/2022] **Full-Stack Web Developer**

- Designed client-side and server-side architecture using Laravel and WordPress frameworks.
- Developed and managed databases and applications.
- Troubleshoot and debugged software issues.
- Collaborated with development teams and product managers to ideate software solutions.
- Migrated and managed websites on AWS Lightsail.
- Enhanced website speed and user-friendliness.

PLANSTERS

City: Damascus | **Country:** Syria

[01/02/2020 – 01/04/2020] **Back-end Developer**

- Developed RESTful APIs using the Laravel framework.
- Managed server-side web application logic and integrated front-end developer work.
- Generated analytics and statistics reports.
- Developed and managed databases and applications.

Start Up Team

City: Damascus | **Country:** Syria

[01/08/2018 – 31/01/2020] **Full-Stack Web Developer**

- Designed client-side and server-side architecture using Laravel.
- Developed and managed databases and applications.
- Worked with development teams and product managers to ideate software solutions.

EDUCATION AND TRAINING

[10/10/2015 – 20/08/2021] **Software Engineering**

Yarmouk Private University

City: Damascus | **Country:** Syria | **Field(s) of study:** Information and Communication Technologies (ICTs)

[07/01/2018 – 03/08/2018] **Back-end Developer**

CODEX

City: Damascus | **Country:** Syria |

1. Developing RESTfull-API
2. UnitTesting
3. Api documentation
4. Generating Code Coverage Report in Laravel Framework
5. Develop and manage databases

[01/07/2015 – 01/09/2017] **Participated in ACM Contest**

ACM Contest

City: Damascus | **Country:** Syria |

Participated in ACM Contest (International Collegiate programming Contest) for 3 years.

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING C1 **READING** C1 **WRITING** C1

SPOKEN PRODUCTION C1 **SPOKEN INTERACTION** C1

Turkish

LISTENING A2 **READING** A1 **WRITING** A1

SPOKEN PRODUCTION A1 **SPOKEN INTERACTION** A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

SKILLS

information processing | communications skills | Content Creation | personal safety and social responsibilities | Problemsolving | Microsoft Excel | Microsoft Word | Team-work oriented | Good listener and communicator | Organizational and planning skills | Motivated | Problem Solving | Social Media | Integration softwares: Zapier | Virtual Tour | 360 virtual tours | Social Media | GIT version control, Linux Command | Atlassian stack (Jira, Confluence, ...) | Project management tools (Trello, Hive, etc.) | Laravel | JavaScript/TypeScript | Firebase Cloud Messaging | Cloud & Hosting | Search & AI | CRM/ERP | Database Design | UX/UI Principles | Linux Server Basics | DigitalOcean Spaces / S3-compatible storage | Debugging | On-Page SEO | Team Leadership & Collaboration | Agile & Scrum Practices | Client Communication | Analytics & Reporting

JOB-RELATED SKILLS

Skills

Programming Languages

- **Expert:** C#, C++, Python, Java, PHP, JavaScript (ES6+), Dart
- **Libraries/Frameworks:** jQuery, TypeScript (basic)

Frameworks & Platforms

- **Backend & Full-Stack:**

- **Laravel** (6+ years): REST APIs, Events/Listeners, Queues, Notifications, Localization
- **WordPress:** Theme/plugin development, custom post types, Avada integrations
- **Shopify:** Liquid templates, theme customization, payment/fulfillment workflows

- **Frontend & SPAs:**

- **Strong:** Blade (Laravel), Bootstrap, Tailwind CSS (utility-first styling)
- **Intermediate:** Angular, Vue.js (component-driven UI, reactive state)
- **JavaScript UI Tools:** TomSelect (enhanced dropdowns), Owl Carousel (carousels/sliders), Axios (AJAX)

- **Mobile & Cross-Platform:**

- **Flutter** (Dart): Cross-platform app development, state management (Provider/Bloc), custom UI
- **Firebase Cloud Messaging (FCM):** Push-notification architecture, topic & device token management

API & Third-Party Integrations

- **SMS Verification:** TurkeySMS API (secure OTP flows, callback handling)
- **Payment Gateways:**

- **PayTR (Direct API):** Custom payment flows, webhook events, PCI considerations
- **Stripe/PayPal (familiarity):** Basic checkout and subscription models
- **Search & AI:**
 - **Algolia:** Neural Search integration, indexing strategies, typo tolerance
 - **OpenAI (Chat/Completions):** Automated content generation, chatbot features
- **CRM & Automation:**
 - **Vtiger CRM:** Installation on subdomain, Yandex mail setup
 - **Zapier:** Workflow automation (e.g., form → Slack/email integrations)
- **Cloud & Hosting:**
 - **DigitalOcean Spaces:** S3-compatible media storage, signed URLs, image/video hosting
 - **Cloudflare:** DNS management (A/CNAME records, subdomains, SSL/TLS), CDN caching

Databases & Data Tools

- **Relational Databases:** SQL Server 2014, Oracle, MySQL (design, indexing, migrations)
- **Analytics/Data Processing:** KNIME (ETL, data workflows), Google Analytics (web/app metrics)
- **Caching:** Redis (Laravel cache), basic Memcached knowledge

DevOps & Server Management

- **Linux (Ubuntu/CentOS):** SSH, user permissions, basic firewall configuration (ufw/iptables)
- **Web Servers:** Apache, Nginx (virtual hosts, SSL/TLS setup)
- **Containerization & CI/CD (familiar):** Docker (basic image creation), GitHub Actions/GitLab CI (pipelines)
- **Version Control:** Git (branching strategies, pull/merge requests, code reviews)

Localization & Internationalization

- **Multilingual Platforms:**
 - Structuring translation tables (services + service_translations), handling fallback logic in LaravelLocalization
 - Producing SEO-friendly, localized URLs and meta tags for Turkish, English, Arabic (هيرانطاليا), Russian
- **Professional Translations:** Turkish ↔ English ↔ Arabic ↔ Russian (marketing copy, UI strings)

UX/UI & Design Tools

- **Responsive Design:** Mobile-first layouts, grid systems, cross-browser compatibility
- **UI/UX Principles:** Wireframing, component reuse, role-based sidebars, accessibility considerations
- **Graphic & Multimedia:** 3DVista Virtual Tour (interactive panoramas), basic Adobe Photoshop/Illustrator proficiency

SEO & Digital Marketing

- **On-Page SEO:** Meta tags, structured data (JSON-LD), keyword research, localized slugs
- **Content Strategy:** Blog/article planning, internal linking, image optimization (alt tags, lazy loading)
- **Social Media:** Hashtag strategy, Instagram Reels/TikTok video scripts, influencer collaboration planning

Testing & Debugging

- **Laravel Testing:** PHPUnit (unit & feature tests), database seeders for automated tests
- **Debugging Tools:** Xdebug, Laravel Telescope, Chrome DevTools (network/performance audits)
- **Error Handling:** Structured try/catch blocks, custom exception classes, centralized logging (Monolog, Sentry)

PROJECTS AND ACHIEVEMENTS

Projects and Achievements:

- **Developed and Deployed High-Performance Websites:** Led the development and deployment of multiple client websites, utilizing best practices in software engineering to improve load times and user experience significantly. Implemented efficient coding techniques and performance optimization strategies to ensure fast and responsive web applications.
- **Ensured Code Quality and Compliance:** Consistently delivered high-quality code by adhering to industry standards and best practices. Conducted thorough code reviews, unit testing, and debugging to maintain robust and maintainable codebases. Actively contributed to improving development processes and methodologies within the team.

[01/01/2024 – Current]

HerAntalya Platform (Co-Founder & CTO)

Spearheaded Full-Stack Architecture & Launch:

- Co-designed and implemented a Laravel-based backend with modular service listings, multi-language support (Turkish, English, Arabic, Russian), and optimized search via Algolia, enabling a scalable foundation for HerAntalya's marketplace.
- Orchestrated deployment to DigitalOcean Spaces for media storage and set up Cloudflare DNS/subdomains to secure and accelerate global access.

Developed & Deployed Cross-Platform Mobile App:

- Built a Flutter application with integrated Firebase Cloud Messaging (FCM) for real-time push notifications, achieving a 30% increase in user engagement within the first three months.
- Implemented SMS-based phone verification (TurkeySMS API) to bolster account security and reduce sign-up fraud by 25%.

Integrated Payment & Subscription Systems:

- Designed and integrated PayTR Direct API for seamless payment processing; established recurring subscription management with prorated upgrades, improving retention by 20%.
- Created a contracts module linking users to banner-ad packages, including autogenerated pre-filled contracts for instant review and e-signature.

Built a Robust Notification & Review Framework:

- Engineered a Laravel-Events/Laravel-Listeners notification system (email + in-app), handling events such as ServiceLiked, ServiceReviewed, and PaymentProcessed; reduced failed notification incidents by 40%.
- Launched an admin-controlled star-rating review flow (no public comments) to maintain service quality while safeguarding user privacy.

Multilingual Content & SEO Optimization:

- Structured database tables (services + service_translations) for dynamic translation management; implemented frontend Blade templates to switch locale without data loss.
- Optimized on-page SEO (localized URLs, meta tags, JSON-LD schemas) for each supported language, resulting in a 50% uplift in organic traffic from Turkey, the Middle East, and the Russian markets.

Performance Tuning & Scalability:

- Analyzed and optimized slow database queries by adding composite indexes and leveraging Eloquent's withAvg()/withCount(), improving average page-load time by 1.2 seconds.
- Migrated image compression and upload logic to background jobs (Laravel Queues), reducing API response latency by 35% during high-traffic periods.

UX/UI Enhancements & User Feedback:

- Redesigned the HerAntalya dashboard with grouped sidebar, role-based menu visibility, and search-filter inputs—enhancing usability for admins and service providers.
- Rolled out Instagram-style “Stories” feature in the app, enabling service providers to promote time-sensitive offers; achieved a 15% uplift in ad package sales.

Partnerships & Business Growth:

- Negotiated and onboarded over 50 local businesses (restaurants, healthcare providers, event planners) as platform partners, securing co-marketing agreements and exclusive user discounts.
- Collaborated with influencers specializing in classic car restoration and tourism to produce targeted ad campaigns, increasing regional user registrations by 25% in Q2 2025.

Key Metrics & Recognition:

- Grew the platform to over 500 registered users and 250 active service listings within 2 months of launch.
- Achieved a 4.8 ★ average rating across all services and maintained a 90% monthly subscription renewal rate.

Link: <https://herantalya.com/>

Thank you for considering my application. I look forward to discussing how I can contribute to your projects.

Antalya