

YASSIR TOUAB

TECH ENTREPRENEUR

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EXPERIENCE

SOFTWARE DEVELOPER & PEDAGOGY SPECIALIST Mar 2023 - Present

42 LONDON, LONDON

- Setting up and maintaining the school's technical infrastructure, including one data center, three clusters, and 180+ computers (Virtual Machines, VCenter, Veeam, Idrac).
- Developing educational tools for automating the collection, monitoring, and reporting of students' activities and performances.
- Implementing and maintaining new admission processes and educational content, optimizing the student onboarding experience.
- Developing Ansible playbooks and roles for the deployment and upgrade of software tools on all workstations and servers.
- Collaborating with 50+ partner campuses in 30+ countries worldwide and supporting over 18,000+ students (42 Network).
- Developing software solutions to enhance operational efficiency by integrating internal and external services with our infrastructure into a unified ecosystem, automating and optimizing processes, reducing complexity, and improving overall productivity.

PRODUCT MARKETING MANAGER

Jun 2022 - Mar 2023

LEAM TECHNOLOGY SYSTEMS, ABU DHABI

- Drove Sales Growth:** Boosted SaaS sales by 20% through effective market research and smart go-to-market strategies, significantly enhancing product awareness and increasing revenue.
- Cross-functional collaboration:** Led cross-functional teams, resulting in successful product launches and a 15% increase in customer satisfaction.
- Data-Driven Improvements:** Improved products by analyzing data, leading to a 10% reduction in customer complaints, and staying updated on industry trends, resulting in a 25% faster time-to-market for new products.

TECH ENTREPRENEUR

Sep 2017 - Jan 2021

YASSIRTOUAB.COM

- Digital Entrepreneur:** Over four years of experience in product management, AdSense arbitrage, digital marketing, and e-commerce, with a significant personal brand audience of +20K followers.
- E-commerce and Brand Success:** Launched and managed successful e-commerce stores, including the "STRAINZ ATHLETICS" sportswear brand, achieving an impressive 90% ROI with organic traffic.
- Freelance Success:** Completed 300+ freelance projects, including voiceovers, media buying, social media management, and e-commerce services.
- Mobile App Development:** Developed and published multiple mobile apps on the Google Play Store, accumulating over 200k installs, and adept in ASO.

EDUCATION

42 ABU DHABI

2021 - Present

SOFTWARE DEVELOPMENT DIPLOMA

- Unix Shell Program:** Developed a Unix shell program inspired by Bash using the C language and system calls.
- Resource Management Project:** Created a project for managing competitive access to shared resources using Pthreads and Mutex.
- 2D and 3D Game Development:** Designed and developed 2D and 3D games using the Minilibx graphical library and ray-casting techniques.
- IRC System:** Developed an Internet Relay Chat system, enabling real-time online conversations in a client/server architecture.
- Full-Stack Website Development:** Engineered a full-stack website with a range of features, containerized with Docker, including JWT/2FA authentication, real-time chat, private messages, profiles/users management, match-making, spectating, and various mode modifications.

YOUCODE - SIMPLON.CO

2019 - 2021

MOBILE AND WEB DEVELOPMENT

- Completed an intensive global program in digital skills at Simplon.co, specializing in mobile and web development skills.
- Acquired proficiency in a range of technologies including Tailwind CSS, JavaScript, React, NodeJS, WordPress, Git, and Linux.
- Gained expertise in design principles, including UI/UX, responsive design, prototyping, and wireframing using design tools like Adobe XD and Figma.

VOLUNTEERING

SEF 2022 - COMMUNICATION SPECIALIST

SHERAA

Volunteered at SEF 2022 as a communication specialist coordinating backstage interactions with global speakers and some of the industry's most successful and innovative minds, contributing to a rewarding experience.

TRAINING

CS50 - Online Computer Science course from Harvard University
Lifesaver International Qualifications - Basic First Aid CPR & AED
1 Million Arab Coders - Front-End Development Track
Google - Fundamentals of Digital Marketing
UM6P - Entrepreneur Academy

ACHIEVEMENTS

Handpicked as a top student for the Award Program at 42 Abu Dhabi.
Nominated to be a Public Relations Representative at 42 London.
Founder of Strainz athletics.

SOFT SKILLS

- Problem solving
- Communication
- Critical Thinking
- Leadership
- Attention to details

HARD SKILLS

- Programming
- Marketing
- Product management
- Advertising
- Design

LANGUAGES

Arabic Native
English Fluent - Academic IELTS 7.0 | C1 Level
French Fluent

SPECIAL PROJECTS

OX2A HACK 2022 - FOUNDER & ORGANIZER

Founded and led the Ox2a Hack, a 42-hour hackathon for 42 Abu Dhabi students, resulting in innovative real-world solutions through intense problem-solving and teamwork. Demonstrated exceptional project management and leadership skills, successfully partnering with other entities such as ADEK to provide substantial prizes for the top three winners.

TOOLS & TECHNICAL SKILLS

Jira	Python	Notion
SQL	C/C++	Photoshop
Figma	JavaScript	Ansible
Illustrator	HTML/CSS	SEO/ASO
MS Office	Bash	GIT
Audition	Docker	Meta Ads

INTERESTS

- Reading
- Travel
- Calisthenics
- Learning Languages