



Charbel Keedy

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ABOUT MYSELF

Data Engineer, Data Analyst, Graphic Designer, Web Developer, Software Developer, Social Media Manager

WORK EXPERIENCE

FREELANCE

DATE ENGINEER, WEB AND SOFTWARE DEVELOPER, SOCIAL MEDIA – 01/05/2018 – CURRENT

- Designed and implemented efficient data pipelines and ETL processes to enable accurate data integration and analysis as a Data Engineer.
- Developed and maintained responsive websites and software applications using JavaScript, Python, React, Node.js, ensuring robust and scalable solutions as a Web and Software Developer.
- Managed multiple social media accounts by creating engaging content, analyzing audience metrics, and executing targeted marketing campaigns to increase brand awareness and user engagement as a Social Media Account Manager.
- Collaborated across teams to align technical development and marketing strategies with overall business goals.
- Troubleshoot and optimized both data workflows and software applications for improved performance and reliability.

SOFTSALES CONSULTING – BEIRUT, LEBANON

SENIOR TECHNICAL AND FUNCTIONAL CONSULTANT – 01/09/2024 – 01/08/2025

- Led end-to-end implementation and customization of specific software to meet business and technical requirements.
- Collaborated closely with cross-functional teams and stakeholders to analyze business processes and translate needs into functional specifications.
- Designed and configured system modules ensuring alignment with organizational goals.
- Provided hands-on technical support, troubleshooting complex issues and delivering timely resolutions to maintain optimal system performance.
- Conducted user training sessions and created detailed documentation to improve adoption and operational efficiency.
- Acted as a liaison between technical teams and business users, facilitating effective communication and project progress.
- Initiated process improvements by identifying automation opportunities.
- Successfully managed multiple projects simultaneously, consistently delivering on time and within budget.

VIPMINDS – DBAYEH , BEIRUT, LEBANON

SENIOR WEB DEVELOPER – 16/01/2023 – 01/08/2024

- Identifying user and system requirements for new websites and applications.
- Understanding the needs of the client or users, and then translating those needs into technical requirements.
- Prioritizing software development projects, setting timelines and assigning tasks to team members.
- Ability to manage multiple projects simultaneously, and to ensure that everyone is on the same page and working towards the same goals.
- Writing or reviewing code for various applications using a variety of programming languages and technologies to create websites and applications that are both functional and user-friendly.
- Running functionality testing and debugging code to ensure that websites and applications are free of errors and that they function as intended.
- Overseeing junior web developers and evaluating their performance by providing guidance and mentorship to junior developers, and ensuring that they are meeting the expectations of the project.
- Liaise with designers to decide on UI/UX elements (like graphics and navigation buttons).
- Working with designers to ensure that the look and feel of a website or application is consistent with the overall branding of the company.
- Ensure our software documentation is up-to-date.
- Collaborate with mobile developers to build mobile-responsive websites.

 **EUROBEY EVENT** – SIN EL FIL , BEIRUT , LEBANON

DIGITAL CONSULTING AND COMMUNICATION MANAGER (FREELANCE) – 01/01/2023 – 01/02/2025

Developing and executing digital marketing campaigns.

Creating and managing social media content.

Managing public relations (PR) efforts.

Tracking and analyzing marketing results.

Managing a team of digital marketers and communicators.

Collaborating with other departments, such as sales and product development, to ensure that marketing and communication efforts are aligned with overall business goals.

Developing and implementing communication strategies for internal and external audiences.

Managing the company's website and other digital assets.

 **EMOTEYES** – CHICAGO, UNITED STATES

FULL STACK WEB DEVELOPER, WEB DESIGNER (REMOTELY) – 01/09/2021 – 30/10/2022

- Working with development teams and product managers to ideate software solutions.
- Designing client-side and server-side architecture.
- Building the front-end of applications through appealing visual design.
- Developing and manage well-functioning databases and applications.
- Writing effective APIs.
- Testing software to ensure responsiveness and efficiency.
- Troubleshooting, debugging and upgrading software.
- Creating security and data protection settings.
- Building features and applications with a mobile responsive design.
- Writing technical documentation.
- Choosing the best add-ins and third party application to improve the website.
- Working with data scientists and analysts to improve website.
- Editing raw video footage and add effects/elements to enhance motion graphics.
- Assisting the team in graphic design tasks for projects for the firm and our clients.
- Design attractive and engaging visuals for social media, websites, and advertisements of the firm and for our clients.
- Advising clients and managing their proposals with regards to design styles, brand assets, typesetting, etc.
- Create highly engaging animations for a diverse array of media, including smartphones, tablets, and the web.

 **LEBANESE REPUBLIC – INTERNAL SECURITY FORCES** – ACHRAFIEH , BEIRUT , LEBANON

SOFTWARE DEVELOPER, DATA ENGINEER – 16/12/2015 – 30/09/2022

- Analyzing users' needs, then designing, testing, and developing software to meet those needs.
- Recommending software upgrades for customers' existing programs and systems.
- Designing each element of the application or system and planning how the elements will work together.
- Ensuring that the software continues to function normally through software maintenance and testing.
- Documenting every aspect of the application or system as a reference for future maintenance and upgrades.
- Interpreting data, analyzing results using statistical techniques and providing ongoing reports.
- Developing and implementing databases, data collection systems, data analytics and other strategies that optimize statistical efficiency and quality.
- Acquiring data from primary or secondary data sources and maintain databases/data systems.
- Identifying, analyzing, and interpreting trends or patterns in complex data sets.
- Filtering and cleaning data by reviewing computer reports, printouts, and performance indicators to locate and correct code problems.
- Working with management to prioritize business and information needs.
- Locating and defining new process improvement opportunities.

 **CME OFFSHORE SAL** – BADARO , BEIRUT , LEBANON

DATA PROCESSING ANALYST – 01/11/2013 – 01/11/2015

- Reviewing, analyzing and correcting received data.
- Writing weekly reports concerning issues.

 **FOOD HANDLING - WOODEN BAKERY** – BAUCHRIEH , BEIRUT , LEBANON

SHOWROOM SUPERVISOR – 01/06/2009 – 01/01/2013

- Showroom Supervisor of Over Night shift.
- Responsible of customers' service. Reporting customer needs and handles complaints.
- Responsible of the arrangement and distribution of orders.
- Preparing necessary paper works (evaluation of employees, store, scheduling, products ordering...)
- Checking up on the smooth performance of machinery and equipment.

- Preparing adequate orders for the different products and give them to the store manager for review.
- Supervising the closing and opening of the cashier bank.
- Managing team and individual performance and Control all staff in order to get customer satisfaction.
- Excellent knowledge of principles and practices of employee supervision, including work planning, assignment and review and the training of staff in work procedures (TOT).
- Assigning tasks and responsibilities to subordinates and validate their job description.
- Responsible of scheduling staffing levels, planning for holiday and weekend cover, rotation schedule of new employees and trainees.

EDUCATION AND TRAINING

01/01/2019 – 01/01/2022 Achrafieh , Beirut

BYZANTINE ECCLESIASTIC MUSIC Saint Romanos the Melodist institution of Orthodox Archdiocese of Beirut

01/01/2020 – 31/03/2020

SOCIAL MEDIA MARKETING Facebook Inc. - Coursera (Remotely)

01/05/2020 – 31/07/2020

USING PYTHON TO ACCESS WEB DATA University of Michigan - Coursera (Remotely)

01/09/2020 – 31/12/2020

INTRODUCTION TO IOT Cisco Networking Academy (Remotely)

01/01/2018 – 31/12/2019 Paris, France

DATA SCIENCE ENGINEERING Cognitus Center

01/01/2014 – 31/12/2015 Beirut, Lebanon

THEOLOGY STUDIES Apostle Quartos inst itution of Orthodox Archdiocese of Beirut

01/01/2009 – 31/12/2012 Achrafieh , Beirut, Lebanon

MANAGEMENT INFORMATION SYSTEM Lebanese University – Faculty of Business and Economics

10/01/2008 – 06/2009 Jdeideh , Beirut, Lebanon

DIPLOMA OF SOCIOLOGY & ECONOMICS Al-Akhtal Al Saghir Official School

LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
FRENCH	B1	B1	B1	B1	B1

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

SKILLS

GRAPHICS SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe Premiere | Canva

OPERATING SYSTEM SKILLS

Windows | Linux

DATABASE SKILLS

Oracle | SQL | PostgreSQL | Microsoft Access

PROGRAMMING SKILLS

Python | Java | C++

BIG DATA SKILLS

Spark | Git | Nifi | Hadoop | Kafka | Hive | Elasticsearch | Kibana | R studio | Siren

WEB DEVELOPMENT SKILLS

Word Press | Shopify | WIX | Google Web Designer | Rest API | Blogger | HTML | CSS | PHP | JavaScript

VOLUNTEERING

01/06/2010 – CURRENT Orthodox Youth Movement(NGO) – Mount Lebanon Center | Jdeideh , Beirut , Lebanon

Team Manager, Social Worker

- Responsible for the activities and guidance of team members.
- Creating an inspiring team environment with an open communication culture.
- Setting clear team goals.
- Discovering training needs and providing coaching.
- Providing urgent or emergency responses to cases.
- Helping old and sick people.
- Taking care of children.
- Creating new and exciting activities to drive enthusiasm for all children.
- Guiding and taking care of the teenagers in summer and winter camps.

01/11/2014 – CURRENT Saint Georgios Church Organisation | Jdeideh , Beirut , Lebanon

Graphic Designer, Social Media Specialist, Web Developer

- Holding a volunteer position as a graphic designer, social media specialist, web developer for Saint Georgios Church.
- Administrating the creation and publishing of relevant, original, high-quality content.
- Creating a regular publishing schedule.
- Implementing a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Creating and manage events.
- Leading a team of 5 persons responsible of management and e-marketing.
- Developing and managing its website.

01/04/2025 – CURRENT SAWA Palliative Care | Remotely

Web Developer

- Volunteered as a Web Developer for SAWA Palliative Care to design, develop, and maintain the organization's website.
- Improved website usability and accessibility, ensuring a responsive design across different devices.
- Collaborated with the team to update content and implement new features to enhance user engagement.
- Provided technical support and troubleshooting to ensure smooth website performance.