

JAAFER MNASSRI

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WEB DEVELOPER & GRAPHIC DESIGNER

Passionate WordPress Developer & Integrator with 1+ year of experience in PSD to WordPress conversions, custom plugins, and theme customization. Skilled in front-end development, AI-driven ad creation, and graphic/video editing with Photoshop, Canva, and CapCut.

WORK EXPERIENCE

Digital Ad Creator | BEST PRIME

Jan 2023 - Feb 2024

- Designed landing page images and promotional materials using Adobe Photoshop and Canva.
- Created high-quality video advertisements with CapCut and AI-generated voiceovers.
- Developed ad creatives targeting different marketing channels (social media, websites, and landing pages).

WordPress Integrator & Developer | WUBIK

Feb 2024 - present

- Transformed PSD designs into responsive HTML/CSS/JS websites and converted them into WordPress themes.
- Developed a custom WordPress plugin for banner customization.
- Customized WordPress themes using Elementor, Avada, WoodMart, Newspaper, and BeTheme.
- Integrated JavaScript features for enhanced interactivity.
- Ensured SEO optimization and performance enhancements for websites.

EDUCATION

Bachelor's Degree in Computer Science & Communication

Jun 2017

Higher Institute of Applied Sciences and Technologies of Gafsa

Master's Degree in Automatic and Embedded Systems

Jun 2019

Higher Institute of Applied Sciences and Technologies of Gafsa

Full-Stack JavaScript Diploma

Dec 2022

Go My Code Institute

CERTIFICATES

JavaScript & Front-End Certificates

FreeCodeCamp

LANGUAGES

- Arabic:** Native
- English:** Fluent (TOIEC)
- French:** Intermediate
- German:** Beginner (ÖSD - A1)