



FARID AL BESTENLI

DIGITAL MEDIA & IT SPECIALIST

BACKGROUND

PERSONAL PROFILE

Male
1993
Dubai, UAE

Website
iFarid.com

Mobile
+971 544 07 1101

EMAIL
iFarid@iFarid.com

Digital Media & IT specialist with over 10 years' experience in programming & web production. Knowledgeable in 2D & 3D animation and experienced in IoT and smart devices. Equipped with in-depth experience and knowledge in web and mobile app development including but not limited to backend/frontend, web services, DevOps and other technical principles.

As a former owner of an online blog and ecommerce store, Farid is successful in developing strategies that can result in an increase in new customers rate with proven analytical and problem-solving skills, thus, having experience in start-ups and leadership.

Able to provide employers with efficient and effective administrative and technical support with professional communication skills.

EDUCATION

Bachelor of Fine Arts in Visual Communication Major in Digital Media - Design Faculty 2015 — 2019

American University in Dubai (AUD).
Placed on Dean's Honor list, Fall 2017

Computer Engineering 2012 — 2015

American University in Dubai (AUD).

WORK EXPERIENCE

CNBC Arabia — Dubai, UAE Feb 2021 — Present
Webmaster

- Acts as the primary contact for all aspects of the company's website and other digital platforms including social media.
- Monitors, improve, and update existing website's performance and ensure compliance with the policies and procedures including data security, privacy, and intellectual property laws.
- Part of the decision-making team, responsible for searching suppliers or vendors and conducting interviews for any required services for the company websites and platforms including drafting and reviewing contracts with them.
- Lead the website development project for upgrading the company's website in the region with closely working with the developers (internally and externally) and other teams – Broadcast, IT/Engineering.

- Collects, analyses and provides reports on web analytics, similar data, and other relevant metrics to line manager useful in making decisions, as well as maintaining and documenting ownership of the company's internet domains
- Involved in new developments, and acts as communication bridge between Core IT, Marketing, and Editorial departments and collaborates in investigating and fixing any production issues on the day-to-day operations
- Meets with management regularly to report on current and future plans focused on business growth and other key improvements.

TeamBase DMCC — Dubai, UAE

Oct 2019 — Feb 2021

Web Developer

- Full stack web development.
- Reviewing Digital Marketing Plans.
- Create functional Mock-ups and Prototypes.
- Assist in data management and systems migrations.

ilove-apple.com — Damascus - Dubai

2011 — 2018

Owner and Manager

ILove-apple.com has been the first Arabic Cydia repository for iPhone, iPods, and iPads for Arabs all around the world and has helped a lot of people managing their i-Devices.

Accomplishments:

- Less than 210,000 worldwide rank in Alexa.com
- The first Arabic source for the Apple devices.
- Gained revenues through Sales and Digital Advertisements.

American University in Dubai, Dubai, UAE

Fall 2018 Semester

Studio Supervisor

Worked as a Studio Supervisor in the School of Architecture, Art, and Design with Dr. Spencer Striker in his web design class. Provided help to everyone in their web design tasks.

Freelance for AUD — Dubai, UAE

2018

Virtual Server Deployment

Linux Server Installation and Configuration with Technical Support for 1 year was made for the IT department in AUD.

Freelance for AUDMUN Club in AUD — Dubai, UAE

2014 — 2019

Web Developer

audmun.org Model United Nation, is a club started in 2009. A website made for them and was being updated every year for the yearly conference. The website has advanced features like online payments and registration management system. An award was received for that.

Dubai Exports — Dubai, UAE

Feb 2016 — May 2016

Web Designer

Worked for Dubai Exports as a graphic designer and a web developer providing suggestions and improvements. Designed and programmed email flyers for email campaigns and email templates for internal communications. Created the website interface of e-services portal of Dubai Exports.

Web Leader

Dubai Wave Show features and interviews important figures in UAE.

Developed and managed **dubaiwave.co**. Worked and finalized the podcast media content for deployment on the website, YouTube and Vimeo.

Various Freelancing Projects — Dubai, UAE

2016 — Present

Web Developer

Worked with multiple clients and agencies like *Means Marketing LLC, Cham Events LLC, and AUD*, on developing multiple interactive and attractive websites as well as backend system for mobile app. The work includes “*The Hair Workshop*” website in Abu Dhabi and AUD Events Mobile App. The latest website I made was for Al Handal International Group.

L A N G U A G E S

ENGLISH

Fluent
(American)

ARABIC

Native
(Formal Arabic)

RUSSIAN

Can read
(Learning)

P R O F E S S I O N A L S K I L L S

Servers, Linux, Nodejs	Bash Scripting, Microservices, Docker
PHP, JavaScript, JSON	React, Git, Redis, Elasticsearch, CSS
Web Services	REST API, OAuth 2.0, Headless Apps
SEO & Analytics	Google Analytics, Crowd Tangle
Databases & BI	Google Data Studio, MySQL, MongoDB
Video & Audio	FFmpeg, Premier Pro, HLS Streaming
Graphics & Animation	After Effects, Cinema 4D
Digital Marketing	Mailchimp, Hootsuite

The American University in Dubai

With the recommendation of the faculty, hereby confers upon

Farid Mhd Zaki Al Bestenli

the degree of

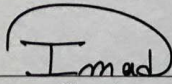
Bachelor of Fine Arts in Visual Communication

Major in Digital Media

With all the rights, honors, privileges and responsibilities pertaining thereto.

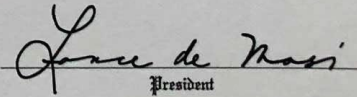
In Witness Whereof, this Diploma is granted under the authority bestowed by the
UAE Ministry of Education - Higher Education Affairs and bears the seal of the University.

June, 2019



Provost





President