WAEL MATAR

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Valid UAE Driving License
Own Vehicle

PROFESSIONAL SUMMARY

Results-driven Marketing & Digital Systems Manager with over 5 years of experience leading digital transformation initiatives across e-commerce, sports, technology, and corporate environments.

Specialised in building scalable web systems, ERP/CRM platforms, performance-driven marketing strategies, and high-conversion digital experiences. Proven ability to lead marketing teams, optimise digital operations, automate workflows, and drive measurable business growth through technology and data-driven execution.

Experienced in delivering end-to-end digital solutions including websites, portals, automation systems, brand assets, and performance marketing campaigns that increase reach, engagement, and revenue.

CORE COMPETENCIES

- Digital Transformation & Systems Innovation
- Marketing Strategy & Team Leadership
- Web Development & Automation Solutions
- SEO, AEO & Performance Marketing
- WordPress, Shopify & Custom Web Platforms
- Business Process Optimization Through Tech
- ERP / CRM System Development
- UI/UX Optimization & Conversion Strategy
- API Integrations & Workflow Automation
- Digital Branding & Marketing Material Design
- Social Media Strategy & Growth Campaigns
- Server Management, Security & Hosting

EDUCATION

B.Sc. Computer Science – Lebanese International University (2018–2021)
GPA 3.64/4

LATEST PROJECTS

- MyZone ERP System – Built the backend to handle bulk device imports (thousands in one click) with automated classification into registered/unregistered and mapping to users. Added workflows for stats, user/device tracking, and support through API integrations using PHP, TailwindCSS, and Alpine.js.

- WordPress External Portal for Jules & Juliette – Developed a custom WooCommerce-integrated portal that syncs product data, stock, and images with external partners via APIs. Implemented secure role-based access and automated publishing workflows with PHP, Javascript and TailwindCSS.

- POS System – Designed a full-featured POS system with inventory, invoicing, sales dashboards, and low-stock alerts. Added an interactive order panel with real-time cart updates, manual barcode entry, barcode scanner and receipt printing using PHP, TailwindCSS v4, DaisyUI, Chart.js, and Alpine.js.

- Bakery CRM – Created a bakery-specific ERP/CRM to manage customers, invoices, returns, and waste. Implemented stock adjustment automation and product expiration alerts with PHP, TailwindCSS, and Bootstrap Icons.

PROFESSIONAL EXPERIENCE

Marketing & Digital Systems Manager
RS Leisure Group – Dubai | Sep 2024 – Present

- Led digital marketing team and executed strategic growth plans across SEO, paid media, and social channels, increasing brand reach from 220 to over 3.1M views.
- Rebuilt 5+ corporate and e-commerce websites improving UX performance and reducing average load time by 40%.
- Developed ERP backend for MyZone platform enabling automated device/user management and operational workflows.
- Built custom WordPress plugins and automation tools improving internal efficiency and digital capabilities.
- Designed and deployed external partner portal integrated with WooCommerce APIs for product data synchronisation.
- Collaborated with CEO and GM to align digital transformation initiatives with business growth targets.
- Directed branding initiatives including brochures, wall graphics, vehicle branding, shopping bags, corporate materials, and marketing assets.

E-Commerce Manager
Dayne Ong LLC – Abu Dhabi | Aug 2023 – Aug 2024

- Built and launched Shopify e-commerce platform from scratch with optimised performance and conversion-focused UX.
- Managed integrations with CRMs, marketplaces, payment gateways, and logistics systems.
- Led digital campaigns and social media content execution including visual asset creation and performance tracking.
- Maintained domain infrastructure, DNS configurations, and secure hosting environments.

Software Developer
TechSquare IT Solutions – Al Ain | Sep 2022 – Aug 2023

- Developed web applications and responsive UI systems using modern frontend frameworks and PHP backends.
- Designed REST APIs and backend logic for scalable business platforms.
- Contributed to digital systems supporting Dubai Government Games event operations.
- Managed server deployments and integrations ensuring stable performance.

Software Developer
Alaa-Aldin – Lebanon | Aug 2020 – May 2022

- Built internal business applications improving operational efficiency by 25%.
- Provided IT infrastructure support including networking and system troubleshooting.
- Maintained and enhanced business-critical platforms reducing downtime incidents.

KEY ACHIEVEMENTS

Delivered measurable digital transformation by scaling reach from 220 to 3.1M views, improving site performance by 40%, automating ERP workflows to reduce manual operations by 60%, and leading multi-brand platform modernisation across 8+ digital ecosystems.

LANGUAGES

English: Fluent | Arabic: Native

DIGITAL PLATFORMS | SELECTED WORK

dfwbusinessgroup.org | 800sport.ae | myzone.ae | julesandjuliette.com | matar-holdings.com

padel-ole.ae | rsfitness.ae | lebtistic.com | raymondsport.com | rsleisuregroup.com