

# Adel Maach

📍 Dakhla, Morocco | 📞 (+212) 0644865119 | ✉️ [adelmaach15@gmail.com](mailto:adelmaach15@gmail.com)  
🌐 [linkedin.com/in/adel-maach](https://www.linkedin.com/in/adel-maach) | 🏠 [github.com/maasch](https://github.com/maasch) | 🌐 [maasch.github.io](https://maasch.github.io)

## PROFESSIONAL SUMMARY

Motivated Full-stack Developer and UI/UX Designer with hands-on experience building full-stack web applications, responsive interfaces, and user-centered digital products. Currently completing a DUT in Digital Marketing & User Experience at EST Dakhla. Strong foundation in both frontend engineering and UX design principles, with a track record of delivering clean, performant, and visually polished web experiences.

## EDUCATION

<b>École Supérieure de Technologie — Dakhla (EST Dakhla)</b> <i>DUT in Digital Marketing &amp; User Experience</i>	Dakhla, Morocco Oct. 2024 – Jun. 2026
<ul style="list-style-type: none"><li>Relevant Coursework: UX Design, Digital Marketing, Web Development, Data Analysis, Project Management</li></ul>	
<b>Lalla Khadija High School</b> <i>Baccalaureate in Economic Sciences — Grade: 16.34/20</i>	Dakhla, Morocco Sep. 2023 – Jun. 2024

## EXPERIENCE

<b>Intern — Commercial Department</b> <i>Marsa Maroc — Port of Dakhla</i>	Jul. 2025 – Aug. 2025 Dakhla, Morocco
<ul style="list-style-type: none"><li>Managed invoicing and debt recovery workflows for port operations and commercial services</li><li>Utilized Excel for data tracking and financial reporting across commercial transactions</li><li>Operated the AS400 enterprise system for commercial transaction processing</li><li>Gained hands-on experience in port logistics, commercial operations, and B2B service management</li></ul>	
<b>Intern — Digital Marketing &amp; Business Administration</b> <i>FBM — Financial &amp; Business Management</i>	Nov. 2024 – Dec. 2024 Dakhla, Morocco
<ul style="list-style-type: none"><li>Conducted market research and developed a digital marketing strategy for client campaigns</li><li>Designed the tourist experience concept for <i>The View</i>, a local tourism development project</li><li>Assisted with business operations, administrative workflows, and client documentation</li></ul>	
<b>Digital Marketing &amp; Content Creation Intern</b> <i>Granny Chicken — Dakhla Hospitality Group</i>	Apr. 2026 – May 2026 Dakhla, Morocco
<ul style="list-style-type: none"><li>Designed social media content (Instagram &amp; TikTok posts) using Adobe Photoshop and Illustrator, covering product, engagement, and brand-awareness formats in English, French, and Moroccan Arabic (Darija)</li><li>Designed the restaurant's full TV menu and two-page table menu from scratch using Photoshop — the TV menu is currently displayed in the restaurant</li><li>Produced AI-generated TikTok short videos using Kling AI and Gemini AI Video (Veo 3.1), then edited and finalized them with CapCut for platform-native delivery</li><li>Developed a complete 4-week TikTok content strategy including an editorial calendar, video concepts, engagement rules, and a UGC hashtag challenge (#GrannyChickenDakhla)</li><li>Conceptualized an influencer marketing campaign combining influence, UGC, and gamification — approved by management for post-internship implementation</li></ul>	
<b>Freelance Web Developer &amp; UI/UX Designer</b> <i>Independent</i>	2024 – Present Remote
<ul style="list-style-type: none"><li>Designed and developed high-quality websites, landing pages, and web applications for clients</li><li>Delivered responsive, design-focused interfaces combining clean code with strong UX principles</li><li>Collaborated with teams on websites, reports, and presentations in agile environments</li></ul>	

## PROJECTS

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### **4YA Store** | *React, Node.js, Python, MySQL* | [GitHub](#)

- Built a full-stack e-commerce platform with a Python recommendation engine using collaborative filtering, content-based, and hybrid algorithms to personalize product suggestions
- Implemented user authentication, product catalog, cart management, and a complete checkout flow

### **CookCompass** | *JavaScript, PWA, Spoonacular API* | [GitHub](#)

- Developed a recipe discovery Progressive Web App (PWA) with intelligent search, bookmarks, and full offline support via service workers
- Integrated the Spoonacular API for real-time recipe data with caching for offline availability

### **Weather App** | *Node.js, Express.js, JavaScript* | [GitHub](#)

- Built a full-stack weather application featuring user authentication, 5-day forecasts, marine data, and dynamic city imagery

### **Bright TV** | *JavaScript, TMDB API, OMDb API* | [GitHub](#)

- Created a movie and TV show discovery app with trending feeds, advanced search, and dual API integration (TMDB + OMDb)

### **Codex** | *JavaScript, HTML, CSS* | [GitHub](#)

- Built a lightweight, real-time Markdown previewer with a line-numbered editor and full GitHub Flavored Markdown (GFM) support

### **Devil Dolphin Memory** | *JavaScript, OOP, LocalStorage* | [GitHub](#)

- Engineered a responsive memory card game with dynamic difficulty levels, live stats tracking, and an OOP game engine with LocalStorage persistence

## TECHNICAL SKILLS

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**Frontend:** HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Bootstrap

**Backend:** Node.js, Express.js, Python, MySQL

**Design & UX:** UI/UX Design, Figma, Adobe Photoshop, Adobe Illustrator, Responsive Design, PWA

**Digital Marketing:** Content Strategy, Social Media Management, Influencer Marketing, UGC, SEO, Market Research

**AI & Creative Tools:** Kling AI, Gemini AI (Veo 3.1), ChatGPT, CapCut, Pinterest

**Tools:** Git, GitHub, VS Code, Vercel

## CERTIFICATIONS

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**freeCodeCamp:** Certified Full-Stack Developer | JavaScript Algorithms & Data Structures | Responsive Web Design | Front End Development Libraries | Back End Development & APIs | Python

**Coursera:** English for Career Development | Build a Free Website with WordPress | ChatGPT: Master Free AI Tools to Supercharge Productivity

## LANGUAGES

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**Arabic:** Native | **English:** Fluent | **French:** Intermediate | **Spanish:** Beginner