Riad BENBNIDAK
FULL STACK DEVELOPER & CREATIVE TECHNOLOGIST

Versatile and results-driven digital professional blending full stack development with multimedia design, 3D modeling, and content strategy. Experienced in delivering responsive websites, visual branding, and interactive solutions for clients in Morocco and Europe. Skilled in managing the entire project cycle from ideation to deployment.

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TECHNICAL SKILLS

Languages:
HTML5, CSS3, JavaScript, PHP, SQL, Java, C.

Frameworks:
Laravel, Vue.js, Node.js, Bootstrap, jQuery.

CMS & Content:
WordPress, SEO (on-page), SMO.

Design & Media:
Figma, Photoshop, Illustrator, Canva.

3D Modeling:
SketchUp, Blender.

Video & Animation:
Premiere Pro, After Effects.

Tools:
Git, Google Analytics, Meta Business Suite.

EDUCATION

Advanced Technician Diploma (BTS)
Multimedia & Web Design
Chichaoua Technical High School (2021—2023)

Baccalaureate in Mathematical Sciences
Option B
Chichaoua Technical High School (2019—2021)

LANGUAGES

Arabic: Native.

English : Fluent — C1.

French: Intermediate — B1.

PERSONAL TRAITS

Creative Thinker & problem Solver.

Self-Starter, quick to adapt & independent.

Collaborative in multicultural and remote teams.

INTERESTS

Web 3D & Innovation.

Calisthenics .

Automotive Design.

Culinary.

KEY STRENGTHS

- **Full-Cycle Project Ownership:** Concept, design, code, deployment & client training.
- **Code-to-Creative Pipeline:** Bridge development, branding, and 3D visualization.
- **Results-Driven:** Proven record in boosting traffic, engagement, and conversions.
- **Global Collaboration:** Remote work fluency with European/Moroccan clients.

PROFESSIONAL EXPERIENCE

Digital Marketing & Creative Lead
1er Contact (Remote - France) | Apr 2025 — Present

- Delivered 15+ custom and WordPress websites for Francophone clients, improving conversion by 30%.
- Produced digital branding materials (logos, UI mockups, videos) tailored to SME client sectors.
- Led agile sprints, ensuring 100% on-time delivery of assets across multiple time zones.
- Optimized website content and social media visuals to support client campaigns and audience growth.

Web & Creative Specialist
Mille Events, Marrakech | Dec 2023 — Mar 2025

- Developed the company's flagship WordPress site, increasing site traffic by 60% and inquiries by 40%.
- Designed over 30 custom 3D event plans and visual setups for weddings, parties, and corporate events.
- Managed production of print and physical branding (vinyl, signage, CNC) at reduced cost and lead time.
- Created and scheduled content for Instagram and Facebook; increased engagement by 35%.

Freelance Projects
Morocco & Europe Clients | 2022 — Present

- Built 10+ WordPress sites for businesses in hospitality, events, real estate, fashion, and food.
- Delivered complete branding solutions including logos, business cards, and social media kits.
- Developed booking tools, product galleries, and forms using PHP and JavaScript.
- Created 2D/3D visuals and promo videos for product launches and investor presentations.
- Managed content calendars and campaigns across Instagram, Facebook, and LinkedIn.
- Applied SEO/SMO strategies to improve organic reach and boost engagement up to 40%.
- Full-cycle project delivery: consulting, design, coding, deployment, training, and support.

Backend Developer Intern
Almaha Hotel, Marrakech | May 2023 — Oct 2023

- Developed a secure booking backend in Laravel, tailored to hotel operations and customer flow.
- Built custom modules with user authentication, admin roles, and database connectivity (MySQL).
- Improved system reliability and security across internal portals.

Full Stack Developer Intern
Municipality of Imintanoute | Jun 2022 — Aug 2022

- Launched an online community press portal with WordPress, enhancing public communication.
- Optimized mobile responsiveness and accessibility, improving UX across devices.
- Customized themes and plugins to reflect local identity and user needs.

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate | Google | 2025
- Google UX/UI Design Professional Certificate | Google | 2024
- Adobe Graphic Designer Professional Certificate | Adobe | 2023
- Front-End Web Developer Professional Certificate | IBM | 2023