

MAZEN ALSWAR

Web Developer & Digital Marketing Professional

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PROFESSIONAL SUMMARY

I'm a web developer and digital marketing professional with a background in international communications, software engineering, and marketing operations. I build and maintain production websites using React and Next.js, implement SEO/AEO and analytics strategy, and translate complex technical concepts for non-technical audiences. My background spans a few different fields, from international diplomacy to software engineering to running my own web development and marketing practice, and I enjoy learning and adapting to new challenges.

CORE SKILLS

React, JavaScript (ES6+), Next.js, HTML & CSS, REST APIs, Vercel, Sanity (Headless CMS)

Git & GitHub, SQL, Client-Side State Management

SEO & Performance Optimization, AEO (Answer Engine Optimization), Google Analytics (GA4), Google Tag Manager

UX Bug Troubleshooting, Cross-Browser & Responsive QA, Accessibility

Content Strategy, Copywriting, Canva

Arabic (Native), Cross-cultural Communication

EXPERIENCE

BINSWAR LLC – Founder, Web & Digital Marketing Consultant (2026 – Present) binswar.com

Design, build, and maintain client-facing websites on React/Next.js, working directly with clients to translate business requirements into clear, usable interfaces.

- Build and maintain responsive, accessible web components and pages, working against real content and data sources.
- Troubleshoot UX bugs and performance issues on live sites, ensuring accurate implementation of design details at scale.
- Communicate technical limitations and alternatives clearly to non-technical stakeholders.

CALM THERAPY - calmtherapy.center

Web Developer & Digital Marketing Consultant (Contracted via Binswar LLC) – Jun 2026 – Present

- Continue to maintain and optimize the production website on Next.js under an ongoing service agreement.

Co-Founder & Digital Marketing & Systems Lead – Jun 2024 – Jun 2026

- Built and continually optimized the production website on Next.js, achieving a 97 Lighthouse performance score through technical refinement over time.
- Implemented GA4 and GTM tracking to monitor performance and inform decisions.
- Cut TTFB by 43% through image compression, build-time optimization, and deferred script loading.
- Managed third-party integrations and ongoing site maintenance.

NEXTPOINT – Software Engineer (Sep 2021 – May 2022)

- Wrote Ruby ETL scripts processing multi-GB legal datasets for enterprise clients.
- Investigated and resolved high-priority data bugs affecting 15+ enterprise clients.
- Participated in code reviews and design sessions for automation tools.

FLATIRON SCHOOL (Access Labs) – Software Engineering Coach (Jun 2019 – Jun 2020)

- Coached 60+ adult bootcamp students through React, Redux, and Rails projects.
- Created bite-size coding exercises and curriculum materials adopted cohort-wide.
- Delivered workshops on state management and async patterns.
- Developed tailored learning plans to help struggling students close knowledge gaps.

MINISTRY OF FOREIGN AFFAIRS, Bahrain – Diplomatic Attaché (Mar 2015 – Nov 2018)

- Drafted official statements delivered at UNGA 72 and HRC 29.
- Taught critical-thinking and communications modules to junior diplomats.
- Represented Bahrain in multilateral diplomatic settings requiring precise, high-stakes communication.

PROJECTS

AQSWAR ARCHIVE – Digital Communications & Archiving Project aqswar.com (Jun 2023 – Present)

- Built and manage a multilingual Arabic digital media archive of 4,000+ items including articles, videos, and images.

- Normalized legacy content and built React front-end with year and publisher filters.
- v2 in progress: batch OCR with Google Vision and searchable UI.

ECOLAWN – Web Developer (June 2026 – July 2026) ecolawn.us

- Built and deployed a production website on Next.js and Vercel for a local lawn care business.
- Optimized for SEO, AEO, and accessibility, with Google Analytics implemented for ongoing performance monitoring.

ColorCutoutz Hair Salon – Web Developer (June 2026 – July 2026) colorcutoutz.com

- Built and deployed a production website on Next.js and Vercel for a hair salon.
- Optimized for SEO, AEO, and accessibility, with Google Analytics implemented for ongoing performance monitoring.

EDUCATION

- SOAS, University of London – MA Global Media & Post-national Communications (2012)
- University College of Bahrain – BA Public Relations (2011)
- Flatiron School – Software Engineering 3-month intensive course (2019)