# Mazen Alswar – Growth & WebOps Engineer

Edison, NJ · **workwithmazen@proton.me** · (201) 989-2722 · **mazenswar.dev** · **GitHub** · **LinkedIn**

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## Professional Summary

Growth-minded full-stack JavaScript engineer who ships high-performance Next.js sites and data-driven funnels. Recent rebuild of CALM Therapy lifted Lighthouse **72**→**97** (mobile) and SEO **70**→**100**, using GA4 insights to secure the practice's first five private-pay clients. Comfortable translating analytics into product wins, automating GTM workflows, and collaborating across design, marketing, and ops.

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## Experience

### Center for Anxiety & Life Management – Co-Founder & Growth / WebOps Lead (Apr 2024 – Present)

- Rebuilt marketing site on **Next.js 14 + AWS Amplify**; automated WebP conversion and script deferral, cutting Time-to-Interactive by **43 %**.
- Implemented GA4 + GTM event schema to track bookings and drop-offs; insights contributed to first **five private-pay clients** in six months.
- Manage SEO, paid search testing, legal/finance ops, and vendor relationships while maintaining a 99 % uptime web presence.

### Nextpoint – Software Engineer *(Sept 2021 – May 2022)*

- Authored Ruby ETL scripts that processed multi-GB legal datasets, optimising runtime with batch I/O and memoisation.
- Triaged and fixed production bugs across Rails + React stack; collaborated with product to ship new document-review features.
- Led code reviews and paired programming sessions, improving test coverage by 12 % on critical modules.

### Flatiron School – Software Engineering Coach *(Jun 2019 – Jun 2020)*

- Guided 60+ students through React, Redux, and Rails curricula; delivered workshops on state management and async patterns.
- Created bite-sized coding exercises adopted by two additional cohorts.

### Ministry of Foreign Affairs, Bahrain – Diplomatic Attaché *(2015 – 2018)*

- Drafted policy briefs and delivered statements at the 72nd UN General Assembly and 29th Human Rights Council.
- **Co-designed the Junior Diplomat Program curriculum** and lectured on critical thinking, political philosophy, and diplomacy fundamentals for incoming officers.
- Coordinated cross-department initiatives and facilitated training sessions in both Arabic and English.

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## Projects

- **CALM Therapy** – Next.js 14, AWS Amplify, GA4, GTM, Lighthouse CI.

- **AQSWAR Archive** — React, GraphQL (AppSync), DynamoDB, S3. Normalised **5 000-item** archive of articles and photographs; v2 adds Google Vision OCR and instant search.

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## Core Skills

JavaScript (ES 6+), Next.js, React, GraphQL, AWS Amplify & S3, Node.js, Ruby on Rails, GA4, Google Tag Manager, SEO, Lighthouse, Git, Web Performance.

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## Education

- **Flatiron School** — Immersive Software Engineering (2019)
- **SOAS, University of London** — MA Global Media & Postnational Communications (2012)
- **University College of Bahrain** — BA Public Relations (2011)

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## Interests

Video games · Reading · Soccer · Anime