

Sally Jamal Alrefaay

Address: Syria- Damascus

Email: sali.alrefaay@gmail.com

Phone number: 0946191231

Summary

Web Developer and AI Trainer with expertise in WordPress development, frontend technologies, SEO, and digital content optimization. Experienced in designing, developing, and managing responsive websites, improving performance, and delivering AI-focused training sessions on modern tools and creative technologies. Currently pursuing an MSc in Web Science with a strong passion for innovation, user experience, and digital transformation.

Work Experience

AI Teacher – Salim Academy

Jan 2026 – Present | KSA

Remotely

- Delivered practical training sessions on Artificial Intelligence tools, including LLMs, AI image generation, video creation, and smart content production.
- Guided students in applying AI technologies for research, summarization, storytelling, and professional presentation development.
- Designed and facilitated hands-on learning experiences that enhanced learners' creativity, digital skills, and confidence in using modern AI platforms.
- Simplified complex AI concepts into engaging, beginner-friendly instruction while supporting students in creating real-world AI-powered projects.

Some Selected Projects with Salim Academy:

- [Salim Academy](#)
- [Salimfy](#)

Web Developer – Growviti

Jan 2025 – Present | UAE

Remotely

- Designed, developed, and maintained responsive WordPress websites for various clients.
- Customized themes and plugins based on project requirements.
- Managed content integration, SEO optimization, and website administration.
- Improved website performance and user experience through optimization strategies.

Some Selected Projects with Growviti:

- [ZHS Real Estate](#)
- [MCIMA](#)
- [Growviti](#)
- [Barebarics](#)
- [Belenka](#)

Marketing Specialist – Sista Cosmetics L.L.C.

Nov 2019 – Jun 2021 | Syria

Remotely

- Promoted and marketed company products through digital and direct channels.
- Communicated directly with customers to understand their needs, confirm orders, and provide support.
- Registered and maintained complete customer data for follow-up and future marketing activities.
- Coordinated with the sales team to ensure smooth order processing and customer satisfaction.

Education

- Master in Web Science
Syrian Virtual University, Damascus
Degree: In progress
- Bachelor's degree in Information Technology
Syrian Virtual University, Damascus
Graduated at (12/2023) Degree: Very Good
- Diploma in Computer Engineering, Networks
Homs University, Syria
Graduated at (9/2020) Degree: Good

Certificates and Courses

1. Internet of Things, Syrian Company Society, Damascus (2023)
2. Front End Developer, Syrian Company Society, Damascus (2023)
3. Front End Developer, VICA Web Solutions, online (2024)
4. Revised Mental Health and Psycho-Social Support Guidelines (MHPSS), UNICEF (2024)
5. Dangerous Mines and Unexploded Ordnance, UNICEF (UNMAS) (2024)

Skills

Web Development & Design:

- WordPress Development

- HTML5 / CSS3 / JavaScript
- Responsive Web Design
- Theme & Plugin Customization

SEO & Marketing:

- SEO Optimization (On-Page & Technical SEO)
- Social Media Marketing
- Content Creation & Branding
- Digital Campaigns
- Google Analytics & Search Console

Customer & Business Skills:

- Customer Relationship Management (CRM)
- Order Processing & Client Data Entry
- Direct Client Communication
- Team Collaboration

Languages:

- Arabic (Native)
- English (B2)