Mazen Bassiso

mazen.bassiso@gmail.com • +966537751006 • Riyadh, Saudi Arabia • https://linktr.ee/mazen_bass

SUMMARY

Senior Webmaster and Content Creator with 8+ years building and operating high-traffic websites and marketplaces. Full lifecycle ownership across WordPress/PHP/JS, cloud servers, APIs, payments, mobile integrations, security, SEO/analytics, and automation (Zapier). Known for speed, reliability, and business-driven execution: +50% faster load times, −25% downtime, +40% engagement, and 10M+ monthly content views. Collaborated with global brands including Google, Amazon, and other leading tech companies. Tech influencer with active audiences on TikTok, Instagram, Snapchat, and YouTube.

EXPERIENCE

Rose Holding, **Senior Webmaster (Full-Stack Web Management)**
Jul 2024 - Present
• Own end-to-end digital platform operations: servers, APIs, payment gateways, mobile integrations, SEO/analytics.
• Built/optimized a full-scale WordPress marketplace with custom code for scalability and UX.
• Drove reliability and speed initiatives (performance budgets, caching/DB tuning, CDN, image strategy).
• Selected impact: −25% server downtime, +50% page-load improvement, +40% user engagement.

Hamat Al Sahab Holding (Naqi.sa, Naqiwash, Miran, Eqlaa, Force, Al Khayal, Zawaya), **Webmaster**
Jun 2023 - Jul 2024
• Ran day-to-day ecommerce operations across multiple brands; partnered with Marketing & Ops to ship campaigns reliably.
• Led security hardening (pen-testing, vulnerability checks, threat prevention) and performance improvements (UI/UX + feature dev).
• Integrated payment gateways; built CRM integrations (Microsoft Dynamics).
• Automated lead flows and back-office processes with Zapier & Google tooling; launched an internal/external web app for Naqi to digitize operations.
• Built high-volume ecommerce and a vendor marketplace from the ground up.

Ohjiya Group, **IT Consultant / Webmaster**
Mar 2019 - Aug 2023
• Delivered WordPress/SaaS/ecommerce/CRM/CMS/LMS solutions; SEO, ERP alignment, and speed optimization.
• Designed user journeys & UI/UX; introduced Scrum for planning and delivery.
• Managed a small team and client accounts; trained staff on new systems.

BSAISO Est., **IT**
May 2018 - Feb 2019
• Launched a WordPress ecommerce platform; implemented stock/finance plugins; grew sales via ecommerce & digital marketing.

GHAT Securenet Sdn Bhd, **Cyber Security Intern**
Jul 2016 - Sep 2016
• Pen-testing and investigations; delivered government-sector training; secured databases and sites via vulnerability scanning.

Asia Pacific University (APU/APIIT), **Technical Assistant**
Jul 2014 - Jan 2016
• Campus-wide device/OS setup and troubleshooting; daily reporting on lab/network status.

EDUCATION

Asia Pacific University (APU/APIIT)
BSc in IT (Information Systems Security) • *2013 - 2017*

LICENSES & CERTIFICATIONS

Google Ads Search
Google •

Google Analytics Individual Qualification
Google •

Cisco Intro to Cybersecurity

Cisco •

Cisco Intro to IoT
Cisco •

Google Digital Citizenship & Safety
Google •

Google Creative Certification
Google •

Heart Saver

SKILLS

Web & Apps • WordPress (custom themes/plugins) • PHP • JavaScript • UI/UX • GTM/GA • Cloud & DevOps •
Linux • AWS • Azure