# Maamoon Al Marashli

**Implementation Consultant | IT Business Analyst | BSc Informatics**

Gothenburg, Sweden | Open to hybrid and remote | EU citizen | Available immediately
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## Summary

Informatics graduate (BSc, 2026) with a track record of taking software from an idea to a working product. I work where business needs meet IT systems: finding out what people actually need, designing a solution that fits, and seeing it through to launch and documentation. My own products include an order-automation module published on the Odoo App Store and a data pipeline that has been running unattended since June 2026. I also bring three years of team leadership and two years of client management at a UK digital agency. I work in English, Swedish and Arabic.

## Projects

**Orderkoll | Odoo module, published on the Odoo App Store (Odoo 18–20)**

- Designed and launched a module that turns emailed purchase orders into draft quotations, ready for one-click approval.
- It identifies the customer from the sender, matches item codes to products and checks every price against the pricelist. Anything it cannot match is flagged for a person instead of being guessed.
- Reached 99.4% line-level accuracy on a synthetic test set of 45 documents covering PDFs, spreadsheets, plain emails and scans.

**FyndJägaren | Deal-tracking data pipeline (fyndjagaren.nu)**

- Built a pipeline that collects product data from 13 Swedish retailers twice a day, validates it and publishes more than 9,000 products to a public site.
- It has run without manual intervention since June 2026, on a Linux server I manage myself.

**Other projects**

- Crawlix (crawlix.app): a desktop SEO auditing tool that runs 97+ technical checks on every page it crawls.
- JetZone (jetzone.io): flight search with price alerts driven by scheduled route checks.
- Mobile puzzle game (Unity, in development): a puzzle game for iOS and Android, due for release in early 2027.

## Experience

**Self-employed, Software Products and Automation**

Maamoon Mara | Gothenburg / remote | 2022 – 2026 (part-time alongside work and studies until July 2026)

- Took four software products from concept to launch, covering research, requirements, architecture, UI/UX, testing, deployment and documentation.
- Direct the development with AI coding tools such as Claude Code, and take responsibility for the design decisions, the testing and the quality of the result.
- Set up and maintain the infrastructure the products run on: Linux servers, Docker, Nginx, DNS, TLS, scheduled jobs and monitoring.
- Define what "done" means in a written acceptance test before building, then work in small steps that can each be verified.

**Team Leader (Sep 2023 – Jul 2026), promoted from Production Operator (Mar 2023 – Sep 2023)**

Volvo Cars | Gothenburg, Sweden | Full-time | Mar 2023 – Jul 2026

- Led a team of six and served as the main point of contact between the team, the manufacturing engineers and project management.
- Identified the causes of recurring stoppages and reorganised how the stations were set up, which reduced stoppages from my team by an estimated 20%.
- Trained three colleagues to take on team-leader responsibilities, one of whom was later promoted.

**Digital Marketing Specialist**

Go 360 Marketing (UK digital agency) | Remote | Full-time | Feb 2021 – Nov 2022

- Managed four client accounts from brief to reporting, working entirely in English.
- Planned and ran the paid acquisition strategy (Meta Ads and Google Ads) for a Saudi e-commerce retailer, with calls with the owner two to three times a week.
- Analysed campaign performance in Google Analytics and turned the findings into clear recommendations for each client.

## Education

**BSc in Informatics (180 ECTS)**

University West (Högskolan Väst), Trollhättan | Awarded July 2026

Includes Higher Education Diploma in Informatics, Web Master programme (120 ECTS), awarded September 2025.

- Bachelor's thesis (Pass with Distinction): Barriers to Password Manager Adoption Among University Students. Qualitative interview study (7 interviews) on trust, usability and security habits.
- Degree project, Web Master: AI in Everyday Life. Qualitative study (8 interviews in English and Arabic) on how AI tools shape routines, decisions and trust.
- Pass with Distinction (VG, the highest grade): Security and Integrity on the Net; Website Administration and Marketing.
- Relevant courses: research methods, applied database management, design processes for digital projects, IT's consequences for organisations, content management systems.

## Skills

- **Analysis and delivery:** requirements gathering, process mapping, acceptance testing, root cause analysis, documentation, stakeholder communication, qualitative interviews
- **Integration and data:** REST APIs, workflow automation, AI data extraction, Odoo module development, SQL databases (PostgreSQL, SQLite), n8n (basic)
- **Systems:** Linux server administration, Docker, Nginx, DNS, SSL/TLS, scheduling, monitoring
- **Development:** HTML, CSS, JavaScript, Python (working knowledge), AI-assisted development with Claude Code and other LLMs, Unity
- **Marketing and analytics:** Google Analytics, Meta Ads, Google Ads, SEO
- **Languages:** English (bilingual), Swedish (fluent), Arabic (native)