

Kerollos Beshara

Email: kerollosbeshara7@gmail.com

Mobile: +995558593221

Portfolio: kerollos.website

Full Stack Developer | Laravel & React | Business-Oriented Engineer

Professional Summary

Full Stack Developer with a strong engineering background and over 10 years of combined experience in software development, automation, and business operations. Specialized in building scalable, API-driven web applications using Laravel and React, with deep domain expertise in travel technology, CRM systems, and workflow automation. Proven ability to transform complex manual business processes into efficient, reliable, and scalable digital platforms.

Core Technical Skills

Backend Development - PHP, Laravel - RESTful APIs - MySQL, Database Design - Authentication & Authorization (Laravel Sanctum, Role-Based Access Control) - Business Logic & Workflow Automation

Frontend Development - React.js - JavaScript (ES6+) - HTML5, CSS3 - Bootstrap - Responsive UI Development

System & Architecture - API-driven architecture - Modular system design - CRM & ERP-style systems - Multilingual systems (Arabic, English, Russian)

Tools & Other Skills - Git & Version Control - PDF generation & reporting - WhatsApp API integration - SEO-oriented backend development - Digital Marketing Fundamentals

Professional Experience

Full Stack Developer & System Architect

Travel Management Platform | Georgia 2019 – Present

- Designed and developed a full-featured, multilingual travel management system using Laravel (backend) and React (frontend).
- Built a modular, API-driven architecture enabling secure communication between the main website and internal CRM dashboard.
- Implemented dynamic tour creation and pricing engines that calculate costs instantly based on seasonality, group size, duration, and profit rules.
- Developed CRM functionality to manage thousands of leads, including filtering, exporting, retargeting, and sales tracking.

- Automated operational workflows such as hotel reservations, driver and tour guide assignments, payment tracking, and confirmation emails.
- Created professional PDF offers and branded offer links in multiple languages.
- Integrated AI-powered WhatsApp automation to handle customer inquiries, generate tours, calculate pricing, and send offers automatically.

Key Business Impact: - Reduced tour creation time from hours to under one minute. - Minimized human errors and operational dependency on individuals. - Enabled scalable cooperation with travel agencies and freelancers.

Travel Business Founder & Operations Manager

Independent Travel Agency | Georgia 2014 – 2019

- Founded and scaled a travel business serving clients from Gulf countries, Russia, and Europe.
- Managed end-to-end operations including tour planning, pricing, logistics, fleet coordination, and customer relations.
- Built and managed teams, drivers, and external partners.
- Identified critical operational pain points that later informed system automation and software design decisions.

Key Business Impact: - Successfully scaled operations during peak seasons. - Gained deep understanding of real-world business workflows and failure points.

Hospitality Operations Manager

International Hostel (50 Beds) | Georgia 2011 – 2014

- Managed full daily operations including reception, bookings, sales, marketing, and staff coordination.
- Worked with international customers from diverse cultural backgrounds.
- Optimized operational workflows and improved service efficiency.

Key Business Impact: - Improved occupancy and customer satisfaction through structured operations. - Developed strong leadership and communication skills.

IoT & Electronics Engineer

Sistemi Integrati Italia | Georgia 2010 – 2011

- Designed electronic circuits integrating GPS tracking systems with fuel sensors for commercial vehicle fleets.
- Deployed solutions in logistics trucks and Coca-Cola vehicles.
- Worked on hardware integration, system reliability, and real-world deployment.

Key Business Impact: - Improved fuel monitoring accuracy and fleet visibility. - Delivered reliable solutions for mission-critical environments.

Education

Bachelor of Engineering – Electronics & Communications

Alexandria University, Egypt

Graduated: 2011

Graduation Project: Smart Home Security & Automation System

Professional Training & Certifications

- Backend Development: MySQL, PHP, Laravel
 - Frontend Development: HTML5, CSS3, JavaScript, Bootstrap, React
 - Android Studio Fundamentals
 - Digital Marketing & Sales
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Languages

- Arabic: Native
 - English: Professional
 - Russian: Conversational
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Key Strengths

- Full-stack development with real business context
 - Strong problem analysis and system design skills
 - Experience building production-ready platforms
 - Ability to bridge technical and non-technical teams
 - Entrepreneurial mindset with operational awareness
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Availability

Open to Full Stack Developer roles, remote or on-site, focused on building scalable, business-driven software solutions.