# Ismail Khlifi

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## SUMMARY

Versatile software engineer with expertise in both full-stack development and AI/ML/DL. Skilled in building scalable web systems with Next.js/Django as well as developing ML solutions using PyTorch and TensorFlow. Passionate about innovation, SaaS, and solving complex problems at the intersection of software and AI.

## EXPERIENCE

### Full Stack Engineer

**Wisecool**                                                                         **Jul 2025 – Aug 2025**

· Built installment payment by subscription system (backend & frontend) using Next.js and Django within 6-week timeline.
· Handled complex database relations and API integrations, improving data retrieval efficiency by 25%.
· Improved calendar module with live events, attachments, and scheduling functionality for 500+ users.
· Developed comprehensive attachments management system supporting PDFs, code, exercises, and course materials.
· Cleaned and optimized API responses, reducing response time by 30%; added public library feature.

### Data Scientist / Web Developer

**Keepcom**                                                                          **Jun 2024 – Jul 2024**

· Analyzed 167+ Facebook & Instagram ad campaigns data to measure ROI and optimize targeting.
· Conducted data exploration, feature engineering, and EDA to extract insights from marketing performance metrics.
· Built predictive ML models (regression, clustering, and time-series forecasting) to estimate campaign performance and improve decision-making.
· Designed and deployed a company showcase website using Express.js, Node.js, and EJS, integrating results into client-facing reporting tools.

### ML Engineer & Full-Stack Dev

**DrugIT**                                                                           **Jul 2024 – Aug 2024**

· Recommended Django and Flask frameworks to development team for building scalable web applications with ML integration.
· Set up development environments using Docker and virtual environments for 5-person team, reducing setup time by 40%.
· Configured CI/CD pipelines and version control workflows, improving team deployment efficiency by 35%.

## EDUCATION

### Computer Software Engineering

École Supérieure de la Statistique et de l'Analyse de l'Information (ESSAI) · Sep 2021 – 2023

### Preparatory Institute for Engineering Studies, El-Manar (IPEIEM)

Mathematics · Sep 2021 – 2023

## CERTIFICATIONS

### Machine Learning

Coursera

### Various courses

edX

## SKILLS

English (Professional), Arabic (Native), French (Professional)

Python, JavaScript (ES6+), TypeScript, SQL

React, Next.js, Django, Express.js

PyTorch, TensorFlow, Scikit-learn

PostgreSQL, MySQL, MongoDB

Git, Docker, Linux, REST APIs, Claude AI