Salah Ali Marjan Farajalla

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Professional Summary

Detail-oriented and highly motivated individual with over 4 years of experience in web development, project coordination, and digital marketing. Proven ability to lead cross-functional teams, deliver high-quality results, and adapt quickly to fast-paced environments. Passionate about innovative solutions, growth strategies, and user-centric design.

Work Experience

Front-End Developer
Wavetech Digital, Kuala Lumpur
Jun 2022 – Present

- Developed and maintained responsive websites using HTML, CSS, JavaScript, and React
- Collaborated with UI/UX designers to implement interactive user interfaces
- Optimized website performance, reducing load time by 45%
- Conducted A/B testing to improve user engagement and retention

Digital Marketing Assistant
NeoCore Media, Remote
Jan 2020 – May 2022

- Managed content calendars and created social media campaigns across Facebook, LinkedIn, and Instagram
- Utilized Google Analytics and SEO tools to increase organic traffic by 60%
- Assisted in writing and editing promotional content and ad copy
- Coordinated with graphic designers and video editors for branded materials

Education

Bachelor of Science in Information Technology
Multimedia University (MMU), Malaysia
Graduated: 2020
CGPA: 3.67

Skills

HTML, CSS, JavaScript, React, PHP, MySQL, Git, Figma, SEO, Google Analytics, WordPress, Python, Agile, Adobe Photoshop, Public Speaking, Critical Thinking

Certifications

- Google Analytics Certified
- Meta Front-End Developer Professional Certificate (Coursera)
- Scrum Fundamentals Certified (SFC™)

Projects

TalentShowcase.io — A responsive talent portfolio platform built with PHP, MySQL, and Bootstrap

TaskTrackr — A lightweight task management web app built using React and Firebase

BrandBuilder Campaign — Helped design and execute a cross-platform digital campaign for a startup, reaching 100K+ users