





# Asmeret Teklu

 Mekelle, Ethiopia

 Open to Remote & Hybrid Roles

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## Professional Profile

Full-Stack Developer with 3+ years of experience building culturally relevant web applications that solve real-world problems in underserved markets. Combines expertise in React and Node.js with digital marketing skills to deliver solutions that are technically robust and user-centered. Passionate about mentoring women in tech and creating technology that serves local communities.

## Technical Skills

- Frontend: React.js, React Native, JavaScript (ES6+), HTML5, CSS3, TypeScript (Learning)
- Backend: Node.js, Express.js, RESTful APIs, MongoDB, Mongoose
- Tools & Platforms: Git/GitHub, Firebase, TensorFlow.js, Python, [Socket.io](https://socket.io), WebRTC
- Styling & Design: Tailwind CSS, Framer Motion, Responsive Design, UI/UX Principles
- Digital Marketing: SEO, Google Analytics, Content Strategy, Social Media Campaigns

## Professional Experience

- Freelance Full-Stack Developer | Remote | 2022–Present

- Developed and deployed 4 full-stack applications serving 500+ active users.
- Improved client website visibility by 40% through targeted SEO strategies.
- Conducted user testing and feedback sessions to iterate on product features.
- Managed project timelines and client communications for seamless delivery.
- Digital Marketing Consultant | Part-time | 2023–Present
  - Increased organic reach by 60% for tech startups via data-driven content strategies.
  - Grew social media engagement by 75% through targeted campaigns.
  - Set up and monitored Google Analytics dashboards to track user behavior and conversions.

## Project Portfolio

- MoodNotes – AI Emotional Wellness Platform  
Lead Full-Stack Developer & Product Designer
  - Engineered a React app with TensorFlow.js for 85% accurate mood detection.
  - Integrated Spotify API to provide personalized music recommendations.
  - Grew user base to 300+ active users within 3 months through targeted content strategy.
- EthioMarket – E-commerce for Ethiopian Artisans  
Full-Stack Developer & SEO Strategist
  - Built a multi-vendor MERN stack platform with Chapa payment integration.
  - Onboarded 50+ local artisans and generated \$15,000+ in sales.
  - Increased organic traffic by 200% through SEO optimization.
- Tiru – Amharic-Language Productivity Suite  
Mobile Developer & UX Designer
  - Developed a React Native app with Amharic support, voice commands, and offline functionality.
  - Achieved a 4.5-star rating for cultural authenticity and usability.
  - Conducted user research to ensure relevance for Amharic speakers.
- CodeCollab – Real-Time Development Environment  
Full-Stack Developer & Project Lead
  - Created a collaborative code editor with [Socket.io](https://socket.io) and WebRTC video conferencing.
  - Facilitated 100+ coding sessions for Ethiopian developers.
  - Designed room-based architecture for seamless real-time collaboration.

## Education

Bachelor of Science in Software Engineering | 2024

Microlink IT College, Mekelle, Ethiopia

GPA: 3.8/4.0 | Relevant Coursework: Data Structures, Databases, Web Technologies, HCI

Diploma in English Language | 2017

Graduated with Distinction

## Certifications

- FreeCodeCamp – Front End Development Libraries (2023)
- FreeCodeCamp – JavaScript Algorithms and Data Structures (2023)
- Google Digital Garage – Fundamentals of Digital Marketing (2023)
- UAE 5 Million Coders Initiative – Advanced Programming Track (In Progress)

## Community Involvement

Mentor, Women in Tech Ethiopia: Guiding aspiring female developers through coding bootcamps.

Volunteer, Local Community Tech Hub: Teaching coding skills to underserved youth.

Active Member, Ethiopian Developers Community: Sharing knowledge and collaborating on open-source projects.

## Languages

- English: Fluent
- Tigrigna: Native
- Amharic: Conversational

## Career Goals

Seeking a junior full-stack developer role where I can contribute to meaningful projects while expanding my technical expertise. Passionate about working in teams that value

innovation, cultural relevance, and technology for social impact. Open to opportunities in Canada, Germany, Australia, USA, or remote roles worldwide.

## **References**

Available upon request.