Mohammed Naami

Full Stack Developer
Digital Marketing Specialist

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🧩 Skills

Full-Stack Development :

- **Front-End:** HTML, CSS (SASS), JavaScript (React, Next.js), TypeScript, React Native, Tailwind CSS, Styled-components
- **Back-End:** PHP (Laravel, Symfony), JavaScript (Node.js, Express.js), Python, Java J2EE
- **Databases:** SQL, MySQL, Microsoft SQL Server, MongoDB, MariaDB, Oracle
- **Version Control:** Github, Git

Digital Marketing & Analytics :

- SEO, SEA, SEM (Google Analytics, PPC, A/B Testing, Media Buying)
- Performance Tracking & Campaign Strategy Development
- Conversion Rate Optimization (CRO) & Web Analytics

Soft Skills

- Leadership & Team Management
- Critical Thinking & Problem-Solving

👤 Summary

Results-driven Full-Stack Developer & Digital Marketing Specialist, recently relocated to Germany, with 9+ years of experience in building high-performance web applications and data-driven marketing strategies. Skilled in PHP (Laravel, Symfony), JavaScript (React, Next.js, Node.js), MySQL, API integrations, SEO, PPC, and CRO. Experienced in building scalable SaaS platforms, optimizing business operations, and enhancing user experiences through innovative and efficient solutions.

💼 Professional Experience

Full Stack Developer / Digital Marketing Manager
CPA Insurance, Morocco - France April 2017 - Mai 2025

- Successfully led a team of five employees, ensuring productivity and goal achievement.
- Designed and developed a CRM system, including staff and lead management, document and customer data protection, sales tracking, and reporting. (PHP Symfony, Javascript, Mysql)
- Developed and designed an HR management web application to track insurance profits, integrate multiple branches, manage invoices, user roles, commissions, financial transactions, people management, reporting, audit trails, and notifications. (PHP Symfony, Javascript, Mysql, Bootstrap)
- Built a front-end interface to calculate car insurance prices from 20 providers, integrating an API for real-time vehicle details, pricing, and plan comparisons. (React, Next.js, Typescript)
- Created, optimized, and managed marketing campaigns across multiple platforms, including Google Ads, Bing Ads, and Taboola.
- Managed websites and implemented traffic-boosting strategies, including SEO, link building, and A/B testing, increasing organic traffic by 50%.
- Developed and implemented an email marketing application to enhance customer engagement. (PHP Laravel, Javascript, Mysql)
- Managed a monthly digital marketing budget of €50,000, optimizing ad spending for a 3x return on ad spend (ROAS).
- Continuously evaluated marketing performance and ad budgets to maximise efficiency and ROI.

Freelance
Full-stack Developer 2015 - Present

- Developed a SaaS platform for creating landing pages and sales funnels, featuring a comprehensive store management dashboard with integrated inventory management, order and payment processing. (Next.js, Redux, MySQL, Stripe)
- Developed business management applications for multiple companies using PHP, JavaScript, HTML, and CSS.
- Built and managed inventory, billing, product, supplier, and customer systems using Laravel PHP and Bootstrap.
- Developed a web application to search and display Facebook and Instagram ads globally, engineering data scraping processes to extract ad data from Facebook and inject it into a structured database for analytics and insights. (Python, Scrapy, MySQL)
- Developed, optimized and maintained websites and applications for the Insurance, Associations, Retail, and E-commerce sectors, enhancing functionality and user experience using PHP, HTML, CSS, JavaScript, MySQL, jQuery, and APIs.
- Engineered RESTful web services for efficient dynamic data manipulation and seamless system integration. (Node.js, Express.js)
- Managed Linux server environments, including CentOS, Debian/Ubuntu, and VPS setups for optimized performance and security. (Apache, Nginx, MySQL, DigitalOcean droplets)

Digital Marketing

- Built and optimized high-converting online stores using Shopify and WooCommerce, integrating custom themes, payment gateways, and third-party apps.
- Developed and executed data-driven marketing strategies, including SEO, PPC (Google Ads, Bing Ads, Facebook Ads), and email automation, increasing repeat purchases from 20% to 45%.
- Conducted in-depth competitive analysis and A/B testing to enhance product positioning, pricing strategies, and customer retention, improving market performance and ROI.
- Boosted organic search rankings from page 3 to Top 5 for 10+ high-competition keywords, increasing organic traffic by 60% through advanced on-page SEO, technical SEO, link-building strategies, and structured data implementation.
- Implemented and managed Google Ads, Bing Ads, and Facebook Ads campaigns, optimizing ad spend, audience targeting, and bid strategies, resulting in higher conversion rates and improved return on ad spend (ROAS).
- Integrated analytics and tracking tools, including Google Analytics, Google Tag Manager, and Hotjar, to monitor user behavior and optimize campaign performance.
- Developed automated email marketing funnels with segmentation and personalized offers, boosting customer retention and increasing revenue per user (RPU).

Full stack Developer / Social Media Manager
Plastic surgery Clinic - AAdil - Rabat   March 2016 - January 2017

- Developed a native PHP Appointment Scheduling Application for seamless booking management and improved user experience.
- Designed and optimized the clinic website, enhancing SEO performance and increasing online visibility.
- Created and curated targeted content for social media and the website, driving audience engagement and brand awareness.
- Managed community interactions, contributing to a 200K+ increase in social media followers.
- Planned, launched, and optimized online advertising campaigns, effectively boosting brand awareness and conversions.

Backend Developer
Action Media Intelligent - Rabat   Januar 2016 - March 2016

- Enhanced and optimized an existing Information System for the Integrated Management of Health Product Registration
- Improving medication approval workflows and compliance processes.
- Implemented an automated monitoring system for medication fees, integrating real-time cost tracking and financial reporting.
- Designed and optimized file archiving management, ensuring secure storage, retrieval, and regulatory documentation compliance.

Education

BACHELOR - IT SYSTEMS AND DATABASE
Ibn Tofail University - Kenitra, Morocco   2016-2017

IT Development Specialist
NTIC - Rabat, Morocco   2013-2015

Scientific "Baccalaureate" (equivalent Abitur)
Galileo High School - Rabat, Morocco   2013