






FRONTEND DEVELOPER

Reza Kaameli



CONTACT

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SKILLS

- Javascript
- HTML
- CSS - SASS - Emotion
- React JS library
- Redux - Context
- Material UI
- Git
- npm
- Next JS
- Jest (learning)
- React Native (learning)
- Photoshop
- Wordpress
- SEO - SEM
- Google tools - GA,GTM,GAds,GSC
- Office (Word, Excell, Power Point)

PROFILE

Innovative frontend developer with over one year of experience in developing and maintaining responsive websites focus on UI/UX interface in React JS library. Proficient in code development projects in modern working methodologies. Plus, over five years of experience in marketing and SEO, make me a comprehensive perspective on different aspects of the business.

WORKING EXPERIENCE

FRONTEND DEVELOPER

Setareh Aval | 2021 - Present

Tasks

- Translate wireframes, graphical mock-ups, and prototypes into working web pages
- Develop and maintain single page application website in React JS environment
- Develop and Implement landing pages for new campaigns by using Sass, Material UI, React Icon, ...
- Develop responsive Ui/UX interfaces
- Monitor and optimize websites and application continuously to improve user experience and increase CRT.
- Implement new forms and modules based on sales and marketing department request
- Implement Restful APIs in website
- Upload new versions of project to Git repository for review and acceptance of team leader.
- Use the most up to date standards and practices to assure the quality of the code

Achivements

- Implemented 3 responsive landing pages
- Developed and maintained a panel dashboard for B2B team and
- Implemented multiple graphs upon request of the sales team
- Implemented search panels, login and sign up forms, and pop ups of websites.
- Implemented Cart by using redux technology
- Implemented Google map API
- Optimized websites for maximum speed and scalability

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EDUCATION

MBA

MASTER - KHARAZMI UNIVERSITY

ENGINEERING(INDUSTRIAL)

Bachelor - Azad University

LANGUAGES

English - Fluent

Germany - A1

Persian(Farsi) - Native

WORKING EXPERIENCE

DIGITAL MARKETING SPECIALIST

Setareh Aval | 2016 - 2021

- Responsible for executing digital advertising campaigns in addition to assisting with the development of digital marketing strategies
- Set up Google Adwords advertising campaigns including keywords and campaign filters for future marketing opportunities.
- Continually test, analyze and optimize target criteria, content, landing pages to increase open, click and conversion rates.
- Consult, design, implement and publish responsive designed registration web pages and templates to support marketing.
- Used Google Analytics to track the effectiveness of social media initiatives. Optimization of Social media campaigns
- Expert in using web analytics tools like Google analytics, Web Trends in order to analyze Traffic trends, Visitor behavior, and measure success of SEO/SEM/PPC campaigns.
- Produced monthly performance reports for clients for SEM programs utilizing reporting tools such as Google Analytics; determined key metrics that were of primary importance to clients and provided trending data to compare results month-by-month.
- Implemented SEO strategies for client websites including layout, content optimization, keyword structuring, etc.