

# Reza Kameli

Front end developer

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## 📄 SUMMARY

An innovative front-end developer with about three years of experience in developing and maintaining responsive websites focusing on the UI/UX interface in the React JS library and the Next JS framework. Proficient in code development projects in modern working methodologies, over four years of experience in marketing and SEO, give me a comprehensive perspective on different aspects of the business.

## 📁 PROFESSIONAL EXPERIENCE

### Front end developer, Setareh Aval

Feb 2020 – present

- Developed +6 dashboard panels in the React JS environment such as SMS panel, sales report panel, USSD menu make and so on.
- Finished +3 websites in Next JS and React JS about facilities payment services, shopping and site by company.
- Standardized all output with a new, responsive, mobile-first approach and strategy in about +4 projects.
- Audited websites and applications continuously to improve user experience and increase CTR by 30% on average.
- Boosted applications for maximum speed and scalability by optimizing code and changing package technology. For example, using caching hooks, using React Query for fetching data and so on.

### Digital marketing specialist, Setareh aval

Nov 2016 – Feb 2020

- Accomplished +10 digital advertising campaigns.
- Directed +6 Google Ads advertising campaigns and increased the website's audience up to 200% on average.
- Analyzed and evaluated target criteria, content, landing pages and traffic trends, visitor behavior and decreased customer churn rate from 25% to 10%.
- Tracked social media campaigns increased the impression by 20% at the end of campaigns averagely.
- Illustrated monthly performance reports about 2 times per month.

## 🧠 SKILLS

React JS, Next JS, Typescript, PWA, React native, JavaScript, HTML 5, React query, npm, CSS 3 (SASS, Emotion, Tailwind CSS, Bootstrap, ...), State management (Redux toolkit, Context), Git, SEO – SEM, Google Ads, Google analysis tools, Office tools

## 🌐 LANGUAGES

Persian



English



Deutch



## 🎓 EDUCATION

### Master (MBA), Kharazmi University

Sep 2020 – Oct 2022

Kharazmi University is a major public research university in Iran, named after Khwarizmi (c. 780–850).

### Bachelor (Industrial engineering), Azad University

Sep 2007 – Oct 2012 | Tehran, Iran

Headquartered in Tehran, Iran, the Islamic Azad University is the world's sixth-largest university.