



Frontend Developer

Reza Kameli

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SKILLS

JavaScript, ES6, ES7, ES8

HTML 5

CSS 3, SASS, Emotion

React JS

Next JS

PWA

React native

Typescript

Redux, Context, Persist

Style component

Git

Npm

SEO – SEM

Google Analytics

Google tag manager

Google Ads

Google Search Console

Office (excel, word, ...)

PROFILE

Innovative frontend developer with about three years 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 | 2020 – 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

LANGUAGES

English: Advanced

Germany: A1 (Learning)

Persian: Native

Education

MBA

Master – Kharazmi Univ.

Industrial engineering

Bachelor – Azad Univ.

Achievements

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

DIGITAL MARKETING SPECIALIST

Setareh Aval | 2016 – 2020

- Responsible for executing digital advertising campaigns in addition to assisting with the development of digital marketing strategies.
- Set up Google Ads 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.