

# Salma Nasim

Full Stack Developer | React, JavaScript & Python | Digital Marketing & AI Creative

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 **GitHub:** <https://github.com/salmanasimart>

 **Portfolio:** <https://salmanasimj-art.github.io/salmanasimart.github.io/>

 **Location:** India

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## Professional Summary

Frontend Developer with hands-on experience in building responsive, user-centric web applications using **HTML, CSS, JavaScript, Bootstrap, and React.js**. Experienced in developing real-world projects including API-based applications, dashboards, and animated business websites. Also brings strong exposure to **Digital Marketing and AI-powered creative production**, having worked with **13+ companies** on ad campaigns, poster design, and AI-generated videos. Adept at blending technical development with marketing-focused design to deliver impactful digital solutions.

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## Technical Skills

### Frontend Development

- HTML5, CSS3, JavaScript (ES6+)
- Responsive Web Design, Bootstrap
- DOM Manipulation, Form Validation
- REST API Integration

### Frameworks & Libraries

- React.js

### Backend & Programming

- Python (Basics)
- File Handling, Basic Logic Development

### Developer Tools

- Git, GitHub
- VS Code
- Chrome DevTools

## Digital Marketing

- Facebook Ads Manager
- Instagram Ads & Campaign Setup
- Audience Targeting & Lead Generation
- Ad Creative Optimization

## AI & Creative Tools

- AI Video Generation (Promotional & B-Roll)
  - AI Talking Avatars & Voice-over Tools
  - Poster and Logo Design Tools
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## Professional Experience

### Digital Marketing & Creative Specialist

#### Freelance / Agency Projects

*Worked with 13+ Companies*

- Planned and executed Facebook and Instagram ad campaigns to improve brand visibility and lead generation.
  - Designed marketing posters, banners, and logos for multiple business domains.
  - Created AI-generated promotional videos, talking avatar videos, and ad creatives.
  - Collaborated with clients to understand business goals and deliver targeted digital solutions.
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## Internship & Academic Projects

### Blood Group Identification System (Frontend)

- Developed a frontend application to identify user blood group using fingerprint image input.
- Designed responsive UI for image upload and result display.
- **Technologies:** HTML, CSS, JavaScript

### Traffic Analysis & Visualization System

- Built a data-driven dashboard using Excel input data for vehicle count, average speed, and time ranges.
  - Visualized results using pie charts and line charts to analyze traffic patterns.
  - **Technologies:** HTML, CSS, JavaScript, Chart.js
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## Frontend Projects

### To-Do Application

- Built a task management app with add, delete, and status update functionality using JavaScript.

### Dictionary Application

- Developed an API-based dictionary app to fetch real-time word meanings with error handling.

### Weather Application

- Integrated weather API to display live temperature, location, and weather conditions dynamically.

### Recipe API Application

- Developed a recipe search application using a public Recipe API to fetch dishes based on user input.
- Displayed recipe details including ingredients, images, and cooking instructions with a responsive UI.
- Implemented API handling, loading states, and error management.
- **Technologies:** React.js, JavaScript, REST API, CSS

### Image Search Application

- Built an image search app using external APIs with a responsive grid layout.

### Image Slider / Carousel

- Created an animated image slider with auto-slide and manual navigation.

### Student Grade Calculator

- Developed a logic-based application to calculate grades from user input marks.

### Student Registration Form

- Built a registration form with client-side validation using JavaScript.

### Dice Game

- Developed an interactive dice game using JavaScript logic and DOM updates.

### Glassmorphism Login Page

- Designed and developed a modern login page using **glassmorphism (glass effect) UI design**.
- Implemented frosted-glass layout using CSS properties such as backdrop-filter, transparency, and blur effects.
- Added responsive form fields with client-side validation for better user experience.
- Focused on clean UI, accessibility, and modern visual aesthetics.
- **Technologies:** HTML, CSS (Glassmorphism), JavaScript

## Cafe Website

- Built a responsive cafe landing page using HTML and CSS.

## E-Commerce Website (UI)

- Designed product listing pages with modern layout and reusable components.

## Animated Website

- Developed an animated business website with smooth transitions and hover effects.
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## Backend Project

### Expense Calculation Application

- Developed a Python-based expense calculation application to track daily expenses and calculate totals.
  - Implemented features for adding, updating, and categorizing expenses.
  - Used file handling to store and retrieve expense data.
  - Focused on logical accuracy and clean console-based interaction.
  - **Technologies:** Python
  - Developed an animated business website with smooth transitions and hover effects.
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## Education

### Bachelor of Technology (B.Tech)

Pet Engineering College

CGPA: **8.48 / 10** (84.75%)

Completed: 2016

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## Additional Strengths

- Strong problem-solving and logical thinking
  - Ability to manage both development and marketing responsibilities
  - Self-motivated learner with continuous skill improvement
  - Good communication and client coordination skills
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## Career Objective

To secure a **Frontend Developer or React Developer role** where I can apply my technical, creative, and AI-driven skills to build scalable, user-friendly web applications and impactful digital solutions.