

# Salma Nasim

Frontend Developer | Digital Marketing & AI Creative Specialist

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 Location: India

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## Professional Summary

Results-driven **Frontend Developer** with hands-on experience in building responsive, animated, and user-centric web applications using **HTML, CSS, JavaScript, and Bootstrap**, currently advancing skills in **React.js**. Additionally experienced in **Digital Marketing and AI-based creative production**, having worked with **13+ companies** on Facebook & Instagram ad campaigns, poster designs, and AI-generated promotional videos. Strong ability to combine technical development with marketing-focused design to deliver high-impact digital solutions.

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## Technical Skills

### Frontend Development

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

### Frameworks & Libraries

- React.js (Learning)

### Developer Tools

- Git, GitHub
- VS Code
- Chrome DevTools

### Digital Marketing Skills

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

## AI & Creative Tools

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

### Digital Marketing & Creative Specialist

#### Freelance / Agency Projects

*Worked with 13+ Companies*

- Planned and executed Facebook & 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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## Projects (Frontend Development)

### To-Do Application

- Built a task management application using JavaScript and DOM manipulation
- Implemented add, delete, and status update functionality

### Dictionary Application

- Developed an API-based dictionary app to fetch real-time word meanings
- Implemented error handling and responsive UI

### Weather Application

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

## **Image Search Application**

- Built an image search app using external APIs
- Implemented dynamic grid layout and smooth UI interactions

## **Image Slider / Carousel**

- Created an animated image slider using JavaScript
- Implemented auto-slide and manual navigation

## **Student Grade Calculator**

- Developed logic-based application to calculate grades from marks

## **Student Registration Form**

- Built form with client-side validation using JavaScript

## **Dice Game**

- Developed interactive dice game using JavaScript logic and DOM updates

## **Login Page**

- Designed responsive login UI with validation

## **Cafe Website**

- Built responsive cafe landing page using HTML and CSS

## **E-Commerce Website (UI)**

- Designed product listing pages with modern layout and reusable components

## **Juice Shop Animated Website**

- Developed animated business website with transitions and hover effects

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## **Education**

**Bachelor of Technology (B.Tech)**

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 consistent practice
  - Good communication and client coordination skills
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## Career Objective

To obtain a **Frontend Developer** or **Digital Marketing Technology** role where I can leverage my technical, creative, and AI-driven skills to build impactful digital products and marketing solutions.

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**GitHub Portfolio:**

<https://github.com/salmanasimart>