

# Mohamed Ali Murad

Frontend & Mobile Software Developer

React.js | Next.js | React Native | Digital Marketing / Media Buying

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 Egypt | Available for Remote or Freelance Opportunities

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## Professional Summary

Detail-oriented and innovative Software Developer with over 2 years of hands-on experience specializing in building scalable web and mobile applications using React.js, Next.js, and React Native. **Possesses additional expertise in digital marketing and media buying, enabling a unique blend of technical and marketing skills to deliver products that perform technically and achieve business goals.** Proven ability to deliver high-quality software solutions, integrate third-party APIs, and build intuitive user interfaces with excellent performance.

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## Education

B.Sc. in Computer Science

October 6 University, Egypt | 2020 – 2024

- Focused on software engineering, algorithms, and system design
  - Participated in hackathons and student tech clubs
  - Completed internships involving real-world development projects
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## Technical Skills

- **Frontend:** React.js, Next.js, HTML5, CSS3, JavaScript, TypeScript, Tailwind CSS, Bootstrap, Chakra UI, Material-UI, Ant Design
- **Mobile Development:** React Native, Expo, Capacitor.js, Ionic
- **State Management:** Redux, Context API
- **Backend Basics:** Node.js, Express.js, RESTful APIs
- **Databases:** SQL (basic knowledge)

- **Tools & Platforms:** Git, GitHub, VS Code, Postman, BrowserStack
  - **Marketing Skills: Digital Marketing, Media Buying (Facebook Ads, Google Ads, Social Media Campaigns)**
  - **Other:** Agile Development, Cross-Platform Development, UI/UX Design
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## Professional Experience

### Freelance React.js Developer

Remote | 2022 – Present

- Built responsive and high-performance web applications using React.js and Next.js
- Integrated secure and scalable payment gateways (Stripe, Paymob, PayPal, FawryPay)
- Optimized performance with lazy loading, code splitting, and memoization
- Collaborated with backend teams to ensure smooth data flow via REST APIs
- Led UI implementations using Chakra UI, Tailwind, and Material-UI

### Selected Projects:

- JASARA: Heavy equipment rental platform (React, Chakra UI)
  - LA CASA: E-commerce platform (Next.js, Medusa.js, Tailwind CSS)
  - Resro: Restaurant management system (React, Material-UI)
  - ExcelWeb: Web-based spreadsheet app (React, custom styling)
  - Noxe: Film discovery platform (React, Material-UI)
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### Freelance React Native Developer

Remote | 2023 – Present

- Delivered cross-platform mobile apps with seamless API integration and offline support
- Implemented push notifications, WebSocket integration, and local storage
- Ensured optimal performance and accessibility for both Android and iOS platforms

- Applied best practices for version control, testing, and deployment

### **Selected Projects:**

- Awn: Group savings app with financial tracking (React Native, Expo, Redux)
  - GSE+: Equipment maintenance tracking app (React Native, Redux)
  - V-Track: Speed & vehicle limitation tracker (Expo, Context API)
  - Zorona: Tourism trip planner app (React Native, Expo)
  - All-in-One Academic Hub: Education platform for schools (React Native)
  - MyDoctor: Clinic & medical management system (React Native, Redux)
  - Chat App: Real-time messaging with socket support
  - Todo App: Task management with notifications and priorities
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### **Freelance Digital Marketing / Media Buyer**

Remote | 2024 – Present

- Planned, launched, and optimized online ad campaigns (Facebook Ads, Google Ads)
  - Managed budgets and bids to maximize ROI for small businesses and startups
  - Created marketing funnels, tracked analytics, and improved conversion rates
  - Combined marketing insights with technical expertise to enhance user acquisition strategies for apps and web platforms
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### **Certifications & Achievements**

- Certified React Developer – DEPI Organization
  - Digital Marketing Fundamentals (Meta or Google – if you have, add the certificate here)
  - Delivered 3+ fully deployed client projects with excellent client feedback
  - Active contributor to open-source projects and developer forums
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## **Core Strengths**

- Cross-platform development expertise
  - REST API integration & backend collaboration
  - Strong problem-solving and debugging skills
  - Digital marketing and media buying strategies for apps and SaaS products
  - Rapid learning of new technologies and frameworks
  - Committed to clean code principles and agile workflows
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## **Languages**

- Arabic: Native
  - English: Professional Working Proficiency
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## **Target Roles**

Frontend Developer | React.js Engineer | React Native Developer | Fullstack JS Developer  
(Junior–Mid Level) | Digital Marketing / Media Buyer (Technical)