

MOBINA YOUSEFI

+98-993-036-1542



Web Developer

mbynaywsfy2005@gmail.com



Kermanshah, Kermanshah



SUMMARY

As a front-end developer with a strong foundation in multi-dimensional SEO strategies, structured and goal-oriented content creation, and data-driven social media management, I build fast, user-centric, and highly visible digital products. My experience in freelancing and leading sales and marketing teams has enabled me to consistently deliver high-quality projects on time, with a clear focus on business growth and impact.

EDUCATION

- Diploma in Web Production and Development, GPA: 19/20
- Admitted to National University of Skills, Kermanshah – Software (daytime/full-time program)
- Bachelor's student (continuous program) in Computer Engineering, Islamic Azad University, Kermanshah (1402)

SKILLS

- Frontend Development: HTML5; CSS3; JavaScript; responsive UI; Bootstrap; Tailwind; jQuery
- SEO & Algorithms: On-page/off-page SEO; page structure & speed optimization; PageRank; BERT; Core Web Vitals
- Digital Marketing: Ad campaigns; email & content marketing; Google Analytics; Meta Ads Manager
- Backend (PHP): PHP development; Laravel; CodeIgniter; RESTful APIs; security management
- SQL Databases: MySQL; PostgreSQL; schema design; normalization; indexing; data security
- Content Creation: Targeted web & social media copy; content optimization
- Network Marketing & Team Management: Sales network development; team training; customer loyalty
- Social Media & CMS: Content planning; engagement analysis; WordPress; Joomla; Drupal

SOFT SKILLS

- Effective verbal communication: Explaining ideas and technical issues to teammates.
- Creativity and innovation: Proposing new solutions and improving processes; seeing the big picture and understanding dependencies between components.
- Problem solving and analytical thinking, time management, technical curiosity, etc.

PROFESSIONAL EXPERIENCE

Responsive SEO-Optimized E-commerce Store

- Description: Design and implement a responsive landing page or small online store focused on user experience and SEO to attract organic traffic.
- Technologies: HTML5; CSS3 (Tailwind/Bootstrap); JavaScript; WordPress or Drupal for CMS.
- Expected outcomes: Improved page load speed; higher search rankings; a simple dashboard for managing products and SEO-focused content.

Digital Marketing Campaign with Content Creation and Performance Analysis

- Description: Design and run a multi-channel campaign including blog and social media content, email marketing, and paid ads; perform A/B testing and data analysis.
- Technologies & tools: Google Analytics; Meta Ads Manager; content tools (Canva, Grammarly, Notion).
- Expected outcomes: Increased conversion and engagement rates; campaign ROI report; a repeatable content calendar.