

MATAR LOUM

Full Stack & Mobile Developer

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PROFESSIONAL SUMMARY

Full Stack & Mobile Developer with 6+ years of experience building scalable web and mobile applications, data visualization systems, and cloud-backed services for international advertising and media clients. Experienced across the full delivery lifecycle — from React/React Native development to App Store & Google Play deployment, AWS and Google Cloud infrastructure, and Meta's advertising and development ecosystem. Passionate about clean UI/UX, modern JavaScript stacks, and emerging AI-driven platforms.

PROFESSIONAL EXPERIENCE

Full Stack & Mobile Developer · Publicis Groupe

Feb 2020 – Present (6+ years) | Milan, Italy

- Led development of dashboards and data visualization systems for major advertising clients across Publicis Groupe's portfolio.
- Built and maintained server-less front-end applications with React JS, contributing to campaigns reaching millions of users.
- Integrated and managed Meta Business environments: Meta Business Manager, Facebook/Instagram Ads APIs, Pixel, Conversions API, and Meta Marketing API for campaign tracking and performance analytics.
- Designed and maintained cloud infrastructure on AWS (EC2, S3, Lambda, CloudFront, RDS, IAM) and Google Cloud Platform (Cloud Run, Cloud Storage, Firebase) for client projects and internal tools.
- Developed internal tools and research prototypes to improve colleague workflows and campaign performance analysis.
- Collaborated with cross-functional teams (design, data, strategy) to deliver end-to-end product features.
- Kept pace with modern JS ecosystems: React, React Native, Node.js, REST APIs, Git/GitHub.

Full Stack Developer · HRM Informatica / Reply

Sept 2018 – Feb 2020 (1 yr 6 mo) | Milan, Italy

- Delivered implementation solutions for web and social networks-based products in the Energy & Utility sector.
- Worked with ASP.NET (MVC), C#, JavaScript, and PL/SQL on Oracle database environments.
- Completed intensive SQL training at HRM Informatica (Sept 2018).

Logistics Employee · IKEA Group

May 2016 – Jan 2018 (1 yr 9 mo) | Milan Corsico, Italy

- Warehouse operations; obtained industrial forklift operator certification.

Sales Assistant · MM Calzature

Oct 2010 – Sept 2011 | Milan, Italy

- Customer service and retail sales.
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PERSONAL PROJECTS

LoumIdea — Freelancer marketplace platform specialized for content creation and marketing professionals, featuring pre-vetted clients, Stripe escrow payments, and a 5% commission model. Built with Next.js frontend, Node.js/Express backend, PostgreSQL database, deployed on AWS (EC2, S3, CloudFront) with Vercel for frontend hosting.

Astrya — Dating app concept designed and developed independently as a React Native cross-platform mobile app. Managed full mobile lifecycle: development, build configuration, and publishing to TestFlight (iOS App Store) and Google Play Store (internal testing to production), including provisioning profiles, signing certificates, and store listings.

TalkyTwin (most recent) — AI-powered influencer clone platform allowing creators to build conversational digital twins of themselves. Built with Next.js frontend, Python backend for AI/real-time processing, PostgreSQL database; deployed via Vercel (frontend), Render.com (backend services), and Cloudflare (CDN, edge, DNS).

TECHNICAL SKILLS

Languages JavaScript (ES6+), Python, C#, HTML5, CSS3, PL/SQL, basic AJAX & JSON

Frameworks Next.js, React JS, React Native, ASP.NET (MVC), Node.js, Express.js, MongoDB, PostgreSQL, MERN stack

Mobile & Stores React Native (Expo & bare workflow), iOS App Store (TestFlight, provisioning, certificates), Google Play Store (internal/alpha/production tracks, AAB)

Cloud & Hosting AWS (EC2, S3, CloudFront, RDS, IAM), Vercel, Render.com, Cloudflare (CDN, edge, DNS)

Meta Ecosystem Meta Business Manager, Facebook/Instagram Ads API, Meta Pixel, Conversions API, Meta Marketing API, Graph API

Tools & DevOps Git, GitHub, TFS, Visual Studio (2015–2019), VS Code, Oracle SQL Developer, Docker (basic)

Design & 3D Adobe Suite (Photoshop, Illustrator), Blender, Autodesk Maya, Unity

Other Microsoft Office, freeCodeCamp certified

EDUCATION

Industrial Engineering (Aerospace track) · Politecnico di Milano · *Sept 2011 – June 2014*

Passed: Calculus I & II, Informatics, Circuits & Electronics, Automatic Control, Experimental Physics.

Technical Diploma – Multimedia & Informatics · I.T.S.O.S. “Albe Stainer”, Milan · *Sept 2005 – July 2010*

Subjects: Multimedia (Final Cut, Photoshop, Illustrator, GarageBand), HTML, Flash, CSS, Photography, Cinema.

LANGUAGES

Italian Native **English** Upper Intermediate (B2)

OTHER INTERESTS

3D Graphics (Blender, Autodesk Maya — CGMA Introduction to Modeling course completed) · Latin Dancing · Boxing · Jogging · Cinema

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