Moustoifa AMADI

Business applications developer — Laravel · Symfony

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PROFILE

PHP developer looking to build business tools within a team. My background in retail, training and team coaching helps me analyse needs, support users and connect them with technical decisions. Open to opportunities in France, Canada, Morocco and remote.

PROFESSIONAL EXPERIENCE

Sales activation coordinator — Boulanger
Ran in-store commercial operations, supported teams and helped improve day-to-day practices.

Trainer — Boulanger
Trained and coached colleagues on services and sales techniques.

Multimedia sales advisor — Boulanger
Advised customers and sold multimedia products in several stores.

Brand ambassador — CPM International
Product demonstrations, customer advice and feedback collection.

BUSINESS SKILLS

User needs analysis · understanding retail processes · training and user support · coordinating priorities · web application design.

TECHNICAL SKILLS

Backend : PHP, Laravel, Symfony, Blade, Twig, Doctrine ORM, Laravel Reverb

Frontend : JavaScript, React, Tailwind CSS, Alpine.js, HTML5, CSS3, Bootstrap

Databases : MySQL, MariaDB, Redis

Infrastructure and deployment : Linux / Ubuntu, Apache

Development tools : Git, GitHub, Vite, Composer, PHPUnit

Methods and collaboration : Agile, Scrum, Microsoft 365, Google Docs

PROJECTS

Retail Plus — Personal project

A web application I designed and built on my own, based on problems I ran into in stores. It brings together a news feed for each store, tasks and checklists, business tools and a back office to manage permissions.

Personal project, not officially adopted or deployed by Boulanger.

Laravel 13, PHP 8.5, React 19, Inertia 3, Tailwind CSS 3, MariaDB, Redis, Laravel Reverb, Spatie Permission, React Flow, PWA

Confess — Personal project

An anonymous confession platform with categories, search, comments and moderation. Its interface supports six languages and can be installed as a PWA.

Laravel 12, PHP, Blade, Alpine.js, Tailwind CSS 3, Filament 3, Sanctum, PWA

O'rigin — Training project

A genealogy application to create and share family trees, with privacy options. A training project built with Symfony.

Symfony, PHP, Doctrine

EDUCATION

Web and Mobile Web Developer professional title (French RNCP) — O'clock school

Level 5 (two years of higher education), PHP / Symfony backend track. Eight-month intensive programme.

LANGUAGES

French, English