MUALEN JERRY BAADA

Full Stack Developer | Technical Support Agent | Product Builder

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SUMMARY

Full Stack Developer and Technical Support Agent with hands-on experience building digital products, mobile applications, and web platforms. Skilled in mobile development using Flutter, web development, API integrations, and technical troubleshooting in production environments.

Currently working as a Technical Support Agent at **Buwelo**, providing technical diagnostics, issue resolution, and system support while actively developing software products including **FixiMami, Nestorics, Mecellino Haven, and TruthSmartTips**.

Founder of **MualenTech**, where I lead the development of practical technology solutions designed to solve real-world problems. My platform **FixiMami** was recognized as **1st Runner-Up at the Ghana Tech Lab National Startup Summit**, demonstrating strong product innovation and startup execution.

I combine engineering, technical support, and digital product growth experience to build scalable solutions that improve access, efficiency, and real-world usability.

SKILLS

Software Development
- Full Stack Development (Foundational)
- Mobile App Development (Flutter)
- Web Development
- REST API Integration
- System Architecture Fundamentals

Tools & Technologies
- Git & GitHub
- AI-assisted development workflows (Cursor AI, Copilot)
- WordPress development
- Cloud deployment fundamentals

Technical Support
- Technical troubleshooting
- Platform diagnostics
- Issue escalation and documentation
- Production support

Digital Product Growth
- Digital Marketing
- Content Strategy
- Email Marketing
- Product positioning

PROFESSIONAL EXPERIENCE

Technical Support Agent   11/2024 – Present
Buwelo   Accra, Ghana

- Provide technical troubleshooting and support for platform users.
- Diagnose system issues and escalate engineering-level problems when necessary.
- Assist in maintaining service reliability by investigating recurring technical issues.
- Document solutions and troubleshooting processes to improve system stability.

Founder & Product Lead
MualenTech LTD

12/2022 – Present
Accra, Ghana

- Lead the design and development of multiple digital products addressing real-world service and marketplace challenges.
- Plan product architecture and coordinate development activities for startup platforms.
- Facilitate learning initiatives including **100 Days of Coding** to support developer growth.
- Drive product innovation and digital platform strategy.

Digital Marketing Expert
Ghana Communication Technology University (GCTU)

2023 – 2024
Accra, Ghana

- Led social media strategy increasing engagement by **40%**.
- Managed digital content across multiple online platforms.
- Improved email marketing campaign open rate by **20%**.
- Analyzed digital metrics to optimize marketing performance.
- Organized and promoted university events to improve brand visibility.

Digital Marketing Manager
Sarsson Accounting

2025 – Present

- Led digital marketing strategy and content development.
- Built and launched the company website.
- Managed digital campaigns and performance analytics.
- Conducted market research to support business growth.

Digital Platform Developer & Operations Support
Abakoma's Market

2024 – Present
Accra, Ghana

- Supporting the digital development and operational growth of Abakoma's Market, a produce supply business founded to connect farm products with customers.
- Working on the development of a digital platform aimed at improving product visibility, customer ordering, and distribution efficiency.
- Managing aspects of the business's digital presence including online promotion, customer communication, and digital order coordination.
- Contributing to the digital transformation of the business by integrating technology into product marketing and operations.

SELECTED SOFTWARE PROJECTS

FixiMami
Founder | Product Builder
A digital platform designed to connect artisans with clients for on-demand services.

11/2022 – Present

Key Contributions:
- Led product concept and platform architecture.
- Coordinated development planning and startup execution.
- Developed the digital strategy and service marketplace model.

Status: Waitlist Live

Website: https://fiximami.org 🔗

TruthSmartTips
Full Stack Developer | Product Builder
A sports analytics and prediction platform designed to provide structured football predictions and insights.

2026 – Present

Technologies:
- Next.js
- Supabase
- TypeScript
- Tailwind CSS

Responsibilities:
- Designing system architecture and database structure.
- Implementing authentication and role-based access.

- Building prediction dashboards and user interfaces.

Status: Currently in development.

Sarsson Accounting Website   2024
Web Developer
Designed and developed the official business website for Sarsson Accounting.

Responsibilities:
- Built the full website architecture.
- Structured service pages and business information.
- Integrated customer inquiry functionality.
- Supported digital marketing and business visibility.

Status: Live
Website: https://sarssonaccounting.com 🔗

Mecellino Haven   02/2026 – Present
Developed the official website for Mecellino Haven, a children's amusement and recreation park.
Responsibilities:
- Designed the complete website structure and layout.
- Built pages for attractions, pricing packages, and visitor information.
- Structured the platform to support future ticketing and booking functionality.

Status: Development completed, awaiting hosting approval.

Nestorics   11/2025 – Present
Founder | Product Builder
A smart technology e-commerce concept focused on modern gadgets and smart devices.

Responsibilities:
- Designed the digital commerce platform concept.
- Built the website and product structure.
- Developed the marketplace positioning and technology product catalog.

Status: Deployment pending
Domain: nestorics.com 🔗

Breakdown Connect   05/2023 – 07/2024
Mobile App Developer
Mobile application designed to connect drivers with nearby mechanics and roadside assistance providers.

Technology: Flutter
Responsibilities:
- Designed and developed the mobile application.
- Implemented the service request workflow for breakdown assistance.

Status: Prototype developed, deployment pending.

PrideApp SL   2022
Mobile App Developer
Collaborated with a development team to design and develop a mobile application platform for a client project.

Responsibilities:
- Assisted in interface development and feature implementation.
- Contributed to application functionality within a collaborative development environment.

Status: Development completed, deployment not continued due to client-side issues.

AWARDS, RECOGNITION & INNOVATION ACHIEVEMENTS

1st Place – FixiMami 🔗   2024
TechBiz-GCTU Innovation Competition

1st Runner-Up – FixiMami   2022
Ghana Tech Lab National Startup Summit
Recognized for **FixiMami**, an innovative digital platform designed to connect artisans
with clients through technology-enabled service access.

2nd Runner-Up – FixiMami   2024
NASAAG Startup & Innovation Pitch Competition

EDUCATION

Bachelor of Information Technology   2019 – 2023
Ghana Communication Technology University   Accra, Ghana

Diploma in Information Technology   2019 – 2021
Ghana Communication Technology University

CERTIFICATES

Google Certification   **IBM Enterprise Design Thinking**   **ImpactHer Certification**
Digital Marketing & E-Commerce   **Practitioner**   Digital Skills Training

Soul Food Training
CCNA Training (HND Level)