

Naveed Ahmed

Technical Head, E-Commerce, Hatifkom.com

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April 02, 2017

Naveed Ahmed
E-Commerce Manager, Hatifkom
Dubai, United Arab Emirates

E-Commerce Manager

Dear HR Manager,

Please accept this letter and the attached resume as my application for the role of E-Commerce Manager.

I believe that, with my skills, experience and attitudes, I can bring a lot to the company and am excited about the prospect. My background is in web development but in the past few years I have turned my focus to project management and supervisory tasks.

Currently, I manage technical aspects of hatifkom.com KSA and UAE stores with my team.

My Responsibilities are included (but not limited) to:

- Discuss with top management to execute technical requirement by proposing latest web technology and optimal solutions.
- Work with Marketing team to implement online marketing strategy and recommend proper tools & services for the marketing solutions.
- Revamp the websites to meet modern standard and optimize the website for higher performance
- Implement Responsive website and mobile theme.
- Integrate ERP software with Magento to automate the updating of stock levels and price and processing of orders.
- Server administration and management of third party integrated tools
- Assist the rest of team for custom development and support
- Create custom reports as required by Administration, Sales, Marketing and Finance teams.
- Like to take new challenges as they come from Administration!

Key Achievements

- Magento Enterprise Training
- NetSuite ERP Training
- Training for All Popular Marketing Tools
- In-depth understanding of E-Commerce Operations
- Credit Card Fraud Prevention Training
- Customer Service Infrastructure Training from Avaya

I also do the marketing for the website both paid and free on Google (SEM & SEO) & other Ad servers, create sells plans (especially for special events eg Christmas) and create campaigns and boost sales.

I also test user interaction with the website to know which parts are being interacted and which are not, and make improvements based on it. I make use of testing tools like AB testing, litmus testing and more.

I keep a close eye at website hits, audience and devices and make improvement so website can be accessible to large number of audience.

I build and manage whole Linux server and optimize SQL so more and more users can shop on the website without problem.

In short, I put my efforts to boost the sales and generate revenue for the company.

I enjoy working in a team and have been managing both in-house and remote / third party teams to meet my off shore clients requirements and have PMP training from SSUET.

I am also productive and focused working independently. You can see some of my work on my personal projects on my website at

<https://www.linkedin.com/in/naveedse/>

Please refer to my resume for my full skills matrix and I hope to hear from you soon.

Yours sincerely

Naveed Ahmed

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Sincerely

Naveed Ahmed

Resume & Letter of Reference

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I am an E-Commerce Project Manager, Digital Marketing Expert, Online Business Developer, Entrepreneur, Web Application & Mobile Developer with over 10 years of experience. I have worked for a wide range of clientele including local companies such as University of Dubai, Hatifkom.com/FastTelecom, Ghassan Aboud Cars, Legal Guide UAE, AL Wafaq Car Rentals, YallaShip, ASPGulf, eMinds Digital etc.

I have good experience in following:

E-Commerce Storefront: Magento Enterprise, OpenCart, WooCommerce

ERPs: NetSuite ERP, QuickBooks

Payment Gateways: Cybersource, PayTabs, Telr, Payfort, SADAD, PayPal

Shipping: Aramex, Fetchr

Category Management, Product Content Management

Warehouse / Operations

Call Center/Support

Digital Marketing: Content Marketing, Big Data, SEO & SEM, PPC, Facebook/Twitter marketing, Google AdWords/AdSense, SMSAPI, Google Webmaster Console, Google Analytics, Google Tag Manager, Google Trends, A/B Testing, AdRoll,

Email Marketing: Email Authentications, SPF, DKIM, DMARC, MailChimp, GetResponse, PHPList etc.

Social APIs: Facebook, Twitter, Google+, LinkedIn, YouTube

Security: SSL, Iptables / Firewalls, DDos Attacks & XSS Prevention, Profiling

Programming Languages: PHP, Perl, Python, ASP.Net/C#, Javascript

Databases: MySQL/MariaDB, SQL Server, PostgreSQL, SQLite, NoSQL, MongoDB, Redis, MemCached

Client Side / Web Programming: HTML5, jQuery, CSS, Bootstrap, Fireworks

Mobile Development: AngularJs, IonicFramework, JQuery Mobile, Cordova, Android, Google Cloud Messaging

Protocols & Services: XML/JSON, REST Web Services, AWS, Google Cloud Service

Frameworks/CMSs: CodeIgniter, Zend Framework, CakePHP, Lateral, Yii, Wordpress, Joomla, Drupal

Data Mining: Google Analytics, Big Data, Data Analysis, Sphinx, Solr

Project Management: PMP, Agile/Scrum, Software Development Life Cycle (SDLC)

, Requirement gathering, Project Planning & Execution, Team Management, Basecamp, Meister Task, Asana, Google Docs, Microsoft Project, Microsoft Excel, Microsoft Word

SKILLS

- E-commerce
- Digital Marketing
- Online Business Development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)
- Category Management
- Payment Systems
- Avaya IP Telephony
- CRM
- Data Analysis
- Project Management
- System Administration
- Web Development
- Mobile Development
- Magento Enterprise
- Team Management
- Google Analytics
- Microsoft Excel

- Oracle NetSuite
- SQL
- OOP
- HTML5/JavaScript/CSS
- Graphics Design
- Linux
- PHP
- MariaDB/MySQL
- XML/JSON/REST APIs

EXPERIENCE

University of Dubai (ud.ac.ae)

Mar 2017 - Present

SEO Consultant and Trainer

Recently joined University of Dubai as SEO Consultant and Trainer.

My Role is to improve search visibility of Dubai University Website (ud.ac.ae) and also train a few staff members.

My SEO strategy consists of the following elements:

- Technical factors improvements
- Website speed improvements
- Making sure website is 100% linked with Google and search engines
- User experience Improvements
- Keyword Research
- Local & International SEO
- Negative SEO prevention

I use tools to accomplish these points as follow:

- Google Search Console
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- Google Trends
- Alexa
- SimilarWeb
- SpyFu
- SEMrush
- Raven Tools
- Ubersuggest
- Keyword Discovery

And a few more.

Hatifkom, Subsidiary of Fast Telecom LLC

Feb 2015 - Present

Technical Head, E-Commerce

Currently, I'm working as E-Commerce Project Manager in Hatifkom.com. I manage UAE and KSA Multi Domain, Multi-Lingual stores based on Magento Enterprise and NetSuite ERP with my Magento Certified team.

My Responsibilities are included (but not limited) to:

- Working closely with marketing team. I have implemented tools and features such as:

Google Adsense, MailChimp, Zopim Chat, Pricena, Facebook, Loyalty Program / Reward Points, Abandoned Cart Reminder, Promo Vouchers, Weekend Deals, Flash Sales, Private Sales, Brand / Promo Pages, Up-Sell / Cross Sell Products, Navigation Filters, Ajax Page Load, Recently Viewed Items, One-Page Checkout, Mailing Lists, Cache Management using Redis and Memcached, Improved Website Search using Solr, Cybersource Secure Acceptance Payment with 3D protection, Stores Revamp / Responsive Designs.

- Focused on SEO, Keyword Research, Content Marketing and Link building
- Assisting Procurement / Category Manager in creating new Products(Simple, Configurable, Bundle etc.) with unique SKUs, also updating Stock Levels, Prices, custom attributes etc. via Magento Profiles and Magmi.
- Assisting Operations and Call Center teams to ensure smooth Order Processing via import/export profiles to Magento and NetSuite also ensure Order is billed and shipped correctly with Aramex AWB numbers on NetSuite and Magento so customers can

track orders themselves.

- Managing Company Web, DB and Staging Servers based on Linux.

Key Achievements:

- Magento Enterprise Training
- NetSuite ERP Training
- Training of Various Marketing Tools including Google Analytics, Google Tag Manager, Facebook Pixel
- Training to Digital Business Development & Trading
- In-depth understanding of E-Commerce Operations
- Credit Card / Cybersource Order Processing and Fraud Prevention Training
- Customer Service Infrastructure Training
- Linux Server Administration
- IT Project Management (Financial, Operational, Technical)
- Team Management

Ghassan About Cars

Dec 2013 - Feb 2015

Web Architect, Project Manager

In Ghassan About Cars, I serve as Web Architect & IT Specialist.

My responsibilities include creating & managing the main websites aboutcar.com, gagroup.net, aboutparts.com & CRM System - aboutcrm.com, train all company employees for the CRM.

I manage company dedicated servers specially email server - Exim - and prevent any hacking attempts, install antivirus on server and keep scanning emails to make sure no spam are going out.

I also manage MySQL servers and create routines to take backups on regular basis & keep it running in healthy state.

In addition, I inspect all departments and give them digital solution to help ease their work. For example, I developed Computer & Accessories Management System which keeps record of all IT items given to employees.

Finally there is any implementation of software, I'm invited in the meetings to ask technical questions and give my recommendations to my administration.

eMinds Digital LLC

May 2013 - Dec 2013

Technical Partner

I'm currently working with my partner who is running an online mobile selling website named costprice.ae. It is one of the best mobile selling online store in UAE, especially Dubai.

My role is to look for user interaction and improve user experience. It includes developing modules, plugin, and data scraping from other websites, making views and graphics and changing content and layouts so users can easily shop.

I also do the marketing for the website both paid and free on Google (SEM & SEO) & other Ad servers, create sells plans (especially for special events eg Christmas) and create campaigns and boost sales.

I also test user interaction with the website to know which parts are being interacted and which are not, and make improvements based on it. I make use of testing tools like AB testing, litmus testing and more.

I keep a close eye at website hits, audience and devices and make improvement so website can be accessible to large number of audience.

I build and manage whole Linux server and optimize SQL so more and more users can shop on the website without problem.

In short, I put my efforts to boost the sales and generate revenue for the company.

Yaze ltd.

Jan 2007 - Dec 2013

Team Lead, Project Manager

Sr. Software Engineer / Team Lead / Project Manager

Yaze Ltd., Karachi, Pakistan

My responsibilities include:

- 1) reading clients nontechnical project specifications and create a project plan and schedule
- 2) develop the project framework to code level
- 3) manage team and assign tasks
- 4) do SQA
- 5) feedback client

Salsoft Technologies, Karachi, Pakistan

Jan 2006 - Dec 2006

Manager Operations

My responsibilities included:

- 1) Interacting with clients via chat, emails and phone and gathering project requirements
- 2) Making project plan and schedules and approved it with boss
- 3) assigning tasks among team(s)
- 4) doing SQA and making sure project being done right
- 5) getting projects finished and signed off by client

Wiztech Inc.

Jan 2004 - Dec 2005

Sr. Software Engineer

Worked as Independent web developer. Managed own PHP/ASP.NET websites and did the analysis, design, coding, testing and deployment to servers

PROJECTS

Hatifkom.com Magento Enterprise Website

Feb 2015 - Present

<https://www.hatifkom.com>

Hatifkom.com is online retail store which offers mobiles and smart gadgets to their customers in whole GGC region.

I lead the the project development and maintenance for both UAE and KSA. Egypt store is coming soon.

Hatifkom.com is based on Magento Enterprise and is integrated with NetSuite ERP.

I analyse all the business requirements from Administration and Marketing and implement these requirements to the store.

I got many enhanced added including:

- New v2 theme
- Solr Search
- Redis and Memcached Caching Engines
- Many Magento Plugins eg Continuous Catalog Load, Import / Export Catalog, Simple Pricing for Configurable Products, Loyalty Points for Customers to name a few.

Whole system is working perfect for all departments namely Category Managers, Marketing, Support, Operations, Administration etc

Hatifkom Mass Mail Server

Jan 2017 - Feb 2017

<http://www.hatifkommmail.com/>

Setup mass mailing server for sending UNLIMITED emails to MILLIONS of emails based on CentOS/Linux and PHPList on Cloud / VPS.

Implemented verification systems eg DomainKeys Identified Mail (DKIM), Sender Policy Framework (SPF) & Domain Message Authentication Reporting & Conformance (DMARC) to ensure email is sent to customer mailbox

did the automation of emails to customer to send series of emails based on their purchases to sell cross-cross items or offers.

CostPrice

Mar 2014 - Dec 2015

<http://costprice.ae>

I'm currently working with my partner who is running an online mobile selling website named costprice.ae. It is one of the best mobile selling online store in UAE, especially Dubai.

My role is the look for user interaction and improve user experience. It includes developing modules, plugin, and data scraping from other websites, making views and graphics and changing content and layouts so users can easily shop.

I also do the marketing for the website both paid and free on Google (SEM & SEO) & other Ad servers, create sells plans (especially for special events eg Christmas) and create campaigns and boost sales.

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Technologies used in this project are Facebook API, TestFreak API, SMS API, Opencart, PHP, MySQL, Apache, Plugin Development, xHTML, Bootstrap, Responsive Design, Ajax, jQuery, Data scraping techniques, SQL Optimization and more.

Jubna.com

Mar 2014 - Dec 2015

<http://jubna.com>

Jubna.com is bilingual ad server similar to Google AdSense. It serves ads to millions of users in both English and Arabic to GCC & MENA regions.

It works as follow:

Advertisers add funds to their account using various methods of payment including credit card & PayPal, create campaigns, add budgets and optionally select regions and keywords to advertise their product & services. It includes text, images and videos. Publishers create widgets and optionally add keywords and regions and publish these ads to specific audience. Publisher can change layout of the ads.

When an ad is clicked, Advertiser is charged for unit rate for that campaign. And published is paid commissions based on percentage or flat rate based on widget configuration set by Admin.

Both Advertisers can view and export Daily, Weekly, Monthly and Specific Date Range reports showing Impressions, Clicks, Cost, Profit and CTR to help understand their business.

It runs on Linux server which I built and customized. And added services, plugins and modules so application can keep running smoothly.

I developed the whole business logic for the Jubna including SQL design, running on MySQL Database, Business Logic and API Development. The API is so powerful it can serve to millions of users! For example please check <http://www.dostor.org/765985> which is a BIG BIG portal in Egypt jubna ad are being served there.

Recently I added new feature called Native Ads: ads appear in between native / website item listings.

Big clients like souqalmal.com advertising their ads there and more ones coming day by day!

Technologies used in this project are Codeigniter, PHP, MySQL, Apache, Perl, xHTML, Ajax, jQuery, Data scraping techniques, API Development, Paypal, MVC, SQL Optimizations and more.

AboudCars Android App

July 2014 - Dec 2014

Aboudcars Android App serves as app version of aboudcar.com website. Users can search cars based on vendors, model etc. They can check the car specifications, save them to their favourite list and also export to WhatsApp, SMS or Email. They can contact sellers via call, SMS or email.

They can login using Facebook or Google+ Native API to android.

There is a Push Notification Web service also implemented using Google Cloud Messaging services for Android to notify users for any updates.

It is developed using Cordova(ngCordova),PhoneGap, Ionic Framework and AngularJs. Server part is developed using CodeIgniter & MySQL. API part is developed using CI & Google Cloud Messaging services It can be downloaded from Google Play.

Cool & Cool Home Maintenance (SEO)

Dec 2013 - April 2014

<http://cnc-uae.com>

Developed the website using WordPress and did the SEO. now the website ranks among tops in Google.ae. for example search for Plumber Dubai and you will find it on top. Also did the optimization for <http://glpc-uae.com> on Google.ae. search for for example Pest Control Dubai and you will find it among tops..

2DPlay

Jan 2008 - July 2013

2dplay.com

2dplay.com is a big gaming portal owned by bigwigmedia.com with five million users a month! where user can play 2d games. They can register themselves, submit score and win points and awards.

Players can also upload their favorite games and if the game gets ten likes from other registered players, it lists as regular game. They can create their profile page where create their gaming avatar using a flash avatar application and add their gaming interests (game scores, points, ranks, last played and favorite games etc.) including friend list.

In addition to that, There is a facebook application having some of the games from 2dplay.com which can be played within the application, so player don't have to go to the site.

A complex n-tier cluster is used to manage this portal. There are five live and one staging servers, on Linux CentOS Operating system. Complex queries are developed to build game leader boards, showing player points, ranks and other information. Queries are optimized to manage the traffic load.

A hybrid PHP framework is used to manage the business tier. Most used pages e.g. landing page, category page and play page are generated as html to avoid processing overhead. Rests of the pages are less-server intensive and PHP based.

A full-featured back-end is there to manage every aspect of the website including content management to file generation.

I do project management and lead the programming team and developed the core framework for the web application. Most of the site modules including facebook application are development by me. I also did SQA and made the application compatible to most of the web browsers.

Localized version coming soon

Technologies used in this project are PHP, MySQL, Apache, Perl, xHTML, Ajax, jQuery, Data scraping techniques, Amazon Cloud Front and Facebook API.

Misc. Jan 2004 - Present

Other projects developed by me worth see are:

<http://www.symstor.com/>

<http://www.blogatreader.com/>

<http://thembershipmanager.com/> (site generator, generating www.com, subdomain website. sister sites are

<http://www.toptimesheets.com/>

<http://www.topaccountancy.com/>

<http://www.topprojectmanagement.com/>

<http://digby-morgan.com/>

<http://basware.com/>

<http://kansi.co.uk/>

<http://www.101shops.co.uk/>

<http://www.ttaexchange.co.uk/>

<http://www.yaze.co.uk/bp/> (Bell Pottinger group, UK)

<http://www.yaze.co.uk/bpsf/>

<http://www.yourlifelondon.co.uk/>

<http://www.onereason.info/>

<http://www.kidrapinet.co.uk/>

<http://www.fourninety.com/>

<http://www.managemycomplaints.com/>

<http://www.experiencemeetings.com/>

<http://transportreviews.com/>

EDUCATION

Department of Computer Science, University of Karachi

Jan 2000 - Dec 2003

Bachelor of Science in Computer Science (BS-CS)

Did My BS-CS from Department of Computer Science, University of Karachi with GPA 2.6/4.0

CERTIFICATIONS

PMP (Training)

2007

Sir Syed University of Engineering & Technology

Got PMP training from SSUET

LANGUAGES

English (Fluent), Hindi / Urdu (Fluent)