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| --- | --- |
| C:\Documents and Settings\ZIS\Desktop\sk-resume.jpg | **Muhammad Shafqat Khan**eCommerce Executive | Sr. Web Developer+971.50.3967579 | me@shafqatkhan.com | [www.shafqatkhan.com](http://www.shafqatkhan.com)  |

*A self motivated and organized professional with strong* ***background in Financial Accounting*** *with 14 years of experience in* ***Software industry.***

**Experience**

|  |  |
| --- | --- |
| Senior Web Developer at Adventure HQ, Dubai | 2017 – till to date |
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| Setup and manage ecommerce operations from scratch. Maintain and keep up and running eCommerce site with speed and performance. Setup Staging, SSL, Backup, Cron jobs, automation for live update for Products, Prices, Stock etc. Adopt the best practices to make website SEO friendly and W3C compliant by using Google webmaster tools and Google Analytics. Also involved in **Digital Marketing** (PPC – Search, GDN and shopping ads for eCommerce Products). Responsible for deciding KPIs and Goals include reducing bounce rate, increase time on site, generating more leads and improving conversion. Email marketing or other social media marketing. Bringing site up in search engines by using SEO and working on Brand Awareness plans by using Google Webmaster Tools, Google Adwords and Google Analytics |



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| --- | --- | --- |
|  | Senior Web Developer | 2016 – 2017 |
|  | Sharaf HQ Investment, Dubai |  |
| SHARAF MEDIA LLC |  |  |
|  | Senior Web Developer | 2014 – 2016 |
|  | Sharaf Media, Sharaf Group, Dubai |  |
|  |  |  |
|  | Web Master/Web Developer (SEO) | 2010 – 2014 |
|  | GMI General Trading, Dubai |  |
|  |  |  |
|  | Web Designer/Developer | 2005 – 2009 |
|  | Dreamsite Trading, Dubai |  |
|  |  |  |
|  | Web Designer | 2004 – 2005 |
|  | Zealous Technologies, Karachi |  |
|  |  |  |

**Education**

|  |  |
| --- | --- |
| Master of Computer Science (MCS) | 2005 |
| University of Karachi |  |
|  |  |
| Post Graduate Diploma (PGD) | 2000 |
| In CIS (Computer Information & Sciences) from University of Karachi |  |
|  |  |
| Bachelor of Commerce | 1998 |
| University of Karachi |  |
|  |  |

**Recent Work**

[www.adventurehq.ae](http://www.adventurehq.ae) Complete eCommerce Solution
[support.adventurehq.ae](http://www.support.adventurehq.ae) Ticketing System integrated with Call Center/Toll Free

[www.sharafhosting.com](http://www.sharafhosting.com) Complete Hosting Solution (Linux/Windows)
[www.cellsouq.com](http://www.cellsouq.com) Price Comparison Tool

[www.sharafmedia.com](http://www.sharafmedia.com) Media Agency Website
[www.thepremieremedia.com](http://www.thepremieremedia.com) Web Development Company
[www.sharafhq.ae](http://www.sharafhq.ae) Sharaf HQ Investment – Corporate Website

[www.shafqatkhan.com](http://www.shafqatkhan.com) – Personal Portfolio
for recent work please visit [www.shafqatkhan.com/sk-work](http://www.shafqatkhan.com/sk-work)

**Tools and Skills**

* eCommerce Specialist WooCommerce, Credit Card integration, CCAvenue, paypal etc.
* Integration of Delivery Partner like Aramex, fetchr, marketplaces like Noon, souq etc.
* Automation with ERP, CRM, FreshSales, FreshDesk and other systems
* Search Engine Optimisation (SEO) / Search Engine Marketing (SEM)
* PPC (Pay per click) Marketing (Search/Display and Shopping Ads)/YouTube
* Social Media Marketing/Management
* Google Analytics, Webmaster Tools, Google PageSpeed Insight
* Hosting Solutions, Managing Dedicated/VPS/Cloud Hosting, Mail servers
* Email Marketing, SMS Marketing
* HTML5/XHTML / CSS3, Java Scripts/AJAX/jQuery), Bootstrap, WordPress, PhoneGap etc.
* Programming/Development ASP / ASP.NET (Beginner), mysql / SQL Server / MS Access
* MS Office, Mail, Communication programs, Graphics, Multimedia audio/video editing tools and different utilities.

**Personal**

Date of Birth: March 31, 1977

Driving License: Light Motor Vehicle (LMV) Dubai

Marital Status: Married.

**Reference**

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faisalsiddiqui@hsbc.com

