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01 PROFILE

To work in a reputed and face corporate challenges successfully using my hard work devoted energy and acquired expertise with a dual contribution towards organizational development and personal growth.

02 EMPLOYMENT HISTORY

Sep 2023 — Present

Karachi

BRAND DEVELOPMENT at PestleTech Pvt Ltd

- Implement brand development tactics to create a distinct personality and market position.
- Collaborate with cross-functional teams to establish brand objectives and carry out marketing efforts.
- Create brand standards and guarantee consistent implementation across all communication platforms.
- Analyze market trends and customer information to find areas for brand expansion and distinction.
- Manage brand budgets, timetables, and resources effectively to accomplish the intended results.
- Monitor brand performance indicators and conduct regular evaluations to determine success and opportunities for development.
- Develop relationships with important stakeholders, including as internal teams, external partners, and vendors, to help achieve brand goals.
- Manage brand development initiatives from start to finish, ensuring alignment with company goals and objectives.
- Present brand strategies and efforts to senior management and stakeholders in order to secure their support and buy-in.
- Stay current on market trends and best practices in brand development to preserve a competitive advantage and promote innovation.

Jun 2023 — Sep 2023

Karachi

SHOPIFY DEVELOPER at RAD (CALLUSRAD)

- Proficiency in Shopify development, including theme customization, app integration, and working with Shopify APIs. - Create custom Shopify themes from scratch or modify existing ones to meet clients' branding and design requirements. Expertise in working with Shopify's

Liquid templating language to customize and extend the functionality of themes. - Create mobile-friendly and responsive Shopify stores to ensure a seamless device user experience. Experience in setting up and configuring various e-commerce features, such as product catalogs, cart functionalities, and payment gateways. - Understanding of SEO best practices for e-commerce websites and how you implement them to improve store visibility

May 2021 — May 2023

Karachi

EXECUTIVE WEB DEVELOPER at PROTECH PVT LTD

- Experienced Web Developer with a passion for creating attractive and interactive websites meeting customer needs and exceeding expectations. Well-versed in developing custom WordPress themes and plugins. Excels in HTML, CSS, JavaScript, and PHP development.

- To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management, and problem-solving skills. Ability to lead and manage teams, demonstrating successful project management and coordination skills. - Ability to oversee multiple projects simultaneously, ensuring they are delivered on time, within scope, and to the highest quality standards. - Capacity to develop and execute web development strategies aligned with business goals and market trends. - Proficiency in troubleshooting and resolving complex technical issues

OBJECTIVE To work in a reputed and face corporate challenges successfully using my hard work devoted energy and acquired expertise with a dual contribution towards organizational development and personal growth.

WORK EXPERIENCE SYED USAMA CHISHT FRONT END DEVELOPER Gulistan e Johar Block-17 Karachi. theusaama@gmail.com 0336-3124799 efficiently. - Commitment to staying up-to-date with the latest web development trends, tools, and best practices. - Ensuring websites are designed and optimized to deliver seamless user experiences across various devices and screen sizes.

Aug 2018 — Apr 2021

Karachi

WORDPRESS DEVELOPER at TECHMAE SOLUTIONS

- Consummate WordPress Developer with extensive knowledge and professional background in building WordPress CMS websites using de-facto standard plugins. CSS and JavaScript experience. Talented with inbuilt WordPress functions, creating custom post types, and developing widgets to conform with WordPress coding standards. - Skilled in front-end and back-end development and implementing themes and plugins. - Successfully creates attractive and user-friendly websites to meet client expectations in agile environments. - Possesses in-depth knowledge of the WordPress platform, including its core features, theme development, plugin architecture, and database structure. - Ensure that websites are responsive and optimized for various devices, ensuring a seamless user experience across desktops, tablets, and mobile devices. - Optimizes website performance, ensuring fast loading times and efficient use of server resources.

May 2018 — Jul 2018

Karachi

WEB DEVELOPER at CONNEXION

Complex problem-solver with an analytical and driven mindset. Dedicated to achieving demanding development objectives according to tight schedules while producing impeccable code.

Apr 2017 — May 2018

CUSTOM DEVELOPMENT at RESOURCE LINK

Karachi

- Experienced Web Developer with a passion for creating attractive and interactive websites meeting customer needs and exceeding expectations. - Goal-oriented Web Developer brings a strong commitment to collaboration and solutions-oriented problem-solving. - Ability to handle multiple projects simultaneously with a high degree of accuracy. - Organized and dependable candidate successful at managing multiple priorities with a positive attitude.

Oct 2016 — Apr 2017

Karachi

WEB DEVELOPER at IT VERTICALS

- Solution-focused Web Developer with experience in web-based applications. - Participated in the development and implementation of web-based solutions. - Supported company business objectives and strategies while gaining real-world experience. - Use various web design packages to develop custom-crafted, customer-focused websites and designs.

Jan 2016 — Aug 2016

Karachi

FREELANCER

- Detail-oriented, organized, and meticulous employee. - Works at a fast pace to meet tight deadlines. - Logical and results-driven Web Developer dedicated to building and optimizing user-focused websites for customers with various business objectives.

03 EDUCATION

Apr 2023 — Jan 2024

Karachi

SAYLANI MASS IT TRAINING

DIPLOMA

Diploma in Web And Mobile Development.

Jan 2017 — Feb 2020

Karachi

APTECH LEARNING INSTITUTION

DIPLOMA

Diploma in Software Development.

May 2015 — Jun 2017

Karachi

BOARD OF INTERMEDIATE EDUCATION KARACHI

INTERMEDIATE (PRE -ENG)

Intermediate in engineering

Feb 2011 — Mar 2015

Karachi

PUBLIC SCHOOL & COLLEGE

MATRICULATION (SCIENCE)

Matriculation computer science.

04 SKILLS

HTML CSS

JavaScript

WordPress

SQL

PHP

Shopify



05 LANGUAGES

English

Urdu

