

Waheed Akhtar

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CAREER SUMMARY

More than 8 years of experience in programming for multinational and local IT organizations. Strong background in PHP/MySQL Web development, Database programming, Analysis and Team Management. Specialized in E-commerce solutions, web applications and SEO for the medium and large businesses. Worked on different positions in my career as Software Engineer, DBA, Team Lead and Project Manager.

SKILL SET

Project Management (2 years approx)
Business Development (1 year approx)
PHP MYSQL (3.5 years approx)
Search Engine Optimization (SEO) and Internet Marketing
Oracle, SQL, Developer (1.5 years approx)
VB, SQL Server (3 years approx)

Intermediate skills in JavaScript, AJAX, URL rewriting and open-source solutions like Oscommerce, Joomla, Wordpress etc.

Other Responsibilities

HR management, Staff Training, Administration, Financial Accounts.

EXPERIENCE

Xindesigns Pvt Ltd. (United States NY), Islamabad

Nov2009-Present

<http://www.xindesigns.com>

Xindesigns Pvt Ltd. is US based offshore software development company. Xindesigns is having both local clients and multinational clients. Corporate clients like **UFONE** are enjoying excellent services of xindesigns.

Xindesigns is having over 200 good reviews with 96% feedback on elance. <http://xindesigns.elance.com>

-Project Manager, Software developer, Business Development

- Management of projects and Teams of software and designs development.
- Search Engine Optimization of client websites.
- Introduction and development of new technologies in development.
- Bidding on projects and providing technical analysis.
- Complete Client communication from start to end of projects.
- Management and training of staff.

Binary Brainz Pvt Ltd. Islamabad
<http://binarybrainz.elance.com>

Nov2008-Jul2009

Binary Brainz Pvt Ltd. is providing effective and innovative solutions for small and medium sized companies.

Binary Brainz is PSEB registered company with a high quality Elance profile of 100% feedback.

- **Project Manager, Analyst, SEO Expert**
- Management of projects and providing expert services to developers.
- Search Engine Optimization of client websites.
- Introduction and development of new technologies in development.
- Complete Clients communication from start to end of projects.
- Management and training of staff.

Jun2005-Jul2008

Goldbar Enterprises LLC, Islamabad PAK, Miami USA
<http://www.goldbar.net>

Goldbar Pakistan is outsourced branch of the Goldbar Enterprises LLC USA.

Godbar.net is a Comprehensive Ecommerce solution with 24 Tools under one website solution.

- **Team Lead Software Development**
- Management of team projects and providing expert services to developers.
- Database designing and Analysis of software.
- Worked on Auto Responders sequence mailing Module RespondOne.
- Development of Mass Mailing Module ListOne.
- Developed different modules of Shopping Cart ShopOne.
- Complete reference is given below in Major Projects.
- Database programming to meet management customer needs.
- Train technical support staff and new development internees for future use of company.

Niteks Pakistan Lahore, USA (Subsidiary KAP Pakistan)

Oct2004-Jul2005

Niteks Pakistan is leading Garments buying house based in USA and Turkey. Niteks Pakistan provides production line to the brands like Oxford, Target, Aeropostale etc.

- **Project Manager**
- Developed and manages Garments Merchandising Software. This was comprehensive software that centralizes all the departments from developments, production and shipping.
- Decision making reports for the Management and Department heads.
- Providing customized solutions to all merchandisers and buyers.

KAP Pakistan Lahore (Kaprosoft Pvt LTD.)

Jan2002-Oct2004

KAP Pakistan is leading Garments buying house and owns three Garments Factories in Lahore

Kaprosoft is the Software Development section of the KAP.

- **Project Manager**
- Management of all undergoing projects.
- Communications with customers from analysis to implementation.
- Marketing of software with reference to presentations.
- Providing communication between developers and customers.
- Managing requirements of developers and customers.
- Take care of Analysis, Designing and development.

KAP Pakistan Lahore (Kaprosoft Pvt LTD.)

Jan2001-Jan2002

Kaprosoft is leading Garments buying house based in USA. Production is done at the various factories in the Lahore and Faisalabad.

- **Software Engineer**
- Analysis of the projects according to requirements
- Worked as DBA of Oracle Database.
- Database design and analysis.
- Development of software applications.

MAIN PROJECTS

Working on different positions during my career, My motive was always to learn Business flows, Innovative technologies and Marketing Ideas.

Following lists contain some of Projects in which I participated as developer and manager.

Goldbar.net The One Ecommerce solution (<http://www.goldbar.net>)

■ **Mailing List:** This tool was use to broadcast message to all the subscribers, I was made responsible to maintain and enhance this feature. During its development I got a chance to know how mailing lists work in real-time. Here are the features

- Unlimited Email Lists
- Import Leads from other Tools, Including ShopOne™
- Schedule Emails to be Sent to Your List or Send in Real Time
- Automatically Add New Subscribers to Your Autoresponders
- Confirmed Opt-Ins
- Unconfirmed Opt-Ins
- Unsubscribe
- Email Open Rate
- Click Through

■ **Autoresponders:** Autoresponders are used for sending Sequence messages to the subscribers. During its development I got chance to understand these features of Autoresponders.

- Confirmed Opt-Ins

- Message Attachments
 - Sequence and broadcast messages
 - Email Open Rate
 - Click Through
 - Automatic Handling of Subscribe & Unsubscribe Requests
 - Subscription Form Generation
 - Custom Confirmation Emails
 - Reminder Email for Unconfirmed subscribers
- **ShopOne (Shopping Cart):** ShopOne is the administration tool to manage the Online Store. It consists of two types, Order form for single product and Shopping carts for Multi products. I worked on different modules which are given

- Order Forms, Regular and Recurring
- Shopping Cart
- Products, Physical, downloadable, Subscriptions
- Coupons Discounts
- Real-time shipping calculations
- Stock and Inventory
- Shipping and Taxes
- Fraud Detections

Payment Gateway Integrations: Following is the list of Payment processors, I integrated in Goldbar ShopOne.

- | | |
|---------------------------|---------------------------------|
| 1. 2CheckOut.com | 15. PayPal IPN |
| 2. Alertpay | 16. PayPal PDT |
| 3. Authorize.net - AIM | 17. PayPal Website Payments Pro |
| 4. Authorize.net - SIM | 18. Pay-Me-Now |
| 5. ChronoPay | 19. Protx |
| 6. e-Gold | 20. PSiGate |
| 7. ECHOnline | 21. PSiGate XML |
| 8. Google Checkout | 22. SkipJack |
| 9. Innovative Gateway | 23. USAEpay |
| 10. LinkPoint Secure | 24. VeriSign PayFlow Pro |
| 11. Moneybookers | 25. ViaKlix (Nova Systems) |
| 12. Mtrex | 26. WorldPay Checkout |
| 13. PayJunction | 27. WorldPay Invisible |
| 14. Paymate (New Zealand) | 28. WorldPay Junior |

RotateOne (Split Testing application):

- Run an unlimited number of split testing campaigns.
- Split Test up to 20 different webpages in a single campaign.
- Record and display all hits to each one of your rotated pages.
- Integrate with TrackOne, GoldbarOne's ad tracking tool, to get accurate results from your split testing.
- Choose whether to display the same page to each unique visitor or display a new page for each unique visitor.

ViralOne (Tell a friend, Email Contacts importers, Community Messages):

- Create unlimited referral forms (aka Tell-A-Friend forms) and increase referrals to your site and benefit from free traffic that is 10 times more likely to convert.
- Keep a consistent brand by customizing the appearance of each form to perfectly match the appearance of your website.
- Create a viral chain of automatic traffic by having ViralOne embed referral forms on the thank you pages of your Newsletter and/or Autoresponder subscriptions.
- Improve your response rate by giving your visitors the ability to personalize the message they send to their referrals.
- Squeeze the maximum amount of referrals out of your visitors by presenting them with a new referral form after they are finished with the first one.
- Maximize the value of each visitor by redirecting them to a page or website of your choosing *after* they have finished referring their friends.
- Leverage the power of Social Networking by letting your visitors import their email address books into your referral forms. This way instead of your visitors having to type each referrals name, the forms will be pre-populated with their information.
- Build your email lists by having ViralOne capture and store the email addresses of both your visitors and all their referrals.

Ewat CMS <http://www.ewat.no>

- Ewat is Norway based company that provides Windows ASP based CMS to Medium and Enterprise firms.
- My responsibility was to manage the ASP Team that was maintaining this CMS
- More than 100 clients includes <http://www.qosh.no/>, <http://www.bohus.no/> etc.

Elanca Projects

Following is the list of some Elanca projects I managed or developed.

All the projects got feedback more than 4

http://www.elanca.com/experts_for_hire/pakistan_federal_islamabad/website_twitter/binarybrainz_pvt_ltd/1744513

- <http://www.vidionline.com/rac/durham/> (Wordpress with Constant Contact integration)
- <http://www.nisaimpex.net> (CSS based Wordpress implementation)
- <http://www.vidionline.com/rac/durham/> (CSS based Real Estate Wordpress site)
- <http://www.vidionline.com/rac/jim/blog1> (Wordpress real estate website)
- <http://www.mijnlouise.be> Multilingual Custom CMS implementation
- <http://www.webdesign-online.fr/> (French wordpress implementation)
- <http://www.inspiringrescuestories.com> (Wordpress Implementation with custom widgets)
- Red 5 online Web cam recorder.
<http://red5.pringo.com:5080/red5recorder/bin-debug/red5recorder.html>
- <http://www.denvpn.com> (Virtual Private Network website)

- <http://sigma.binarybrainz.com/tiwapp> Twitter API based application
- <http://www.hyptalk.com> Custom CMS
- <http://www.teachyoutotrade.com/> Paypal integration and membership site
- <http://sigma.binarybrainz.com/felicia/> ebook and sales copy design, Refer a friend integration

Web stores and portals

Hiking Help <http://www.hikinghelp.com> (Customized OS commerce webstore)

VJ Vault <http://www.vjvault.com> (Customized Video sharing software Clipshare)

Game Athlon <http://www.gameathlon.com> (Customized OS commerce store.)

Joomla Virtue Mart customization <http://www.luxopals.com>

VidiOnline Personal and Professional website (<http://www.vidionline.com>)

- Developed in Joomla open source content management website with Custom theme implementation and customizations.

Sharing my experiences in software development field.

Niteks Merchandising & Production System

- Developed using VB, SQL Server, Crystal Reports, Consisting different stages like Developments, Lab dips, Submissions, Purchase orders, Production and Shipping. Business recaps, Production and merchandising Recaps.

DBA Oracle 9i KAP Pakistan Pvt Ltd.

- Worked as DBA on KAP Pakistan's Database. During this period I handled Import export of data, Backups, error detection. Installations of Database and Oracle developer application on Client computers.

Ittemad Textile Mills, Financial Accounting System (FAS)

- Developed in Microsoft Visual Basic and Access, also capable to run in multi user environment. Customized for the specific purposes.

KAP Pakistan(US based Garments Buying House) Agri division,

Financial accounting system(FAS)

- Developed in Microsoft Visual Basic and Access. Customized for the Green house expenses calculations.

Human Resource Management System for Panorama Textile, JORDAN

- Developed in Microsoft Visual Basic, Microsoft Access, Crystal Reports, and ActiveX Data Objects.

Management Information System for BizNas.com, Faisalabad.

- Worked in Microsoft Visual Basic, Microsoft SQL Server 2000, Active Server Pages, ActiveX Data Objects, and Microsoft Visio 2002.

KAP Pakistan(US based Garments Buying House), MIS System

- Developed in Microsoft Visual Basic and Sql server 2000. Customized for the handling of accounts of different branches.

SEO Advanced windows and Doors <http://www.advancedwin.com>

Advanced windows and doors is US based windows replacement expert.

▪ Search Engine Optimization

- Successfully optimized advancedwin.com for all search engines. Produced good results and raised the Page Rank within the 1.5 month after SEO.
- Development of website and **CRM** for replacement windows.

Global Speakers Forum <http://www.globalspeakersforum.com>

Global Speakers Forum is the leading speaker community, providing effective training, tools, connections and exposure to speakers at all levels.

- **Online Audio/Video Encoding to Flash(.flv) using FFMPEG extension**

Developed Online audio video encoding mechanism for Speakers to upload their media files in any media format and it will be converted to .flv flash streaming file.

- Develop Separate Tool for the Online Audio Video encoding that can provide HTML code of Media Player to embed in any website.

ACADEMIC

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| Master in computer sciences University of Arid Agriculture Rawalpindi. Pakistan | 2006-2008 |
| Post Graduate Diploma Software Engineering Govt. Post Graduate College Asghar Mall, Rawalpindi. Pakistan | 2000-2001 |
| Beholder in Commerce University of Punjab Lahore. Pakistan | 1997-1999 |

OTHER EXPERTIES

Internet Marketing

Development of a website is not the only thing to introduce product. The real work is to get targeted traffic on the website. I have worked in internet marketing in very successful manner and got some good ways to promote a business website.

SEO (Search engine optimization)

- Worked on techniques and ways to get a website listed in all major search engines like Google.com, Yahoo.com, MSN.com etc and How to choose better keywords and site content to come in top pages. Following are some key expertise

Understanding and working of Google, Yahoo and Live.com webmaster tools

- XML Sitemaps submission
- Link popularity.
- Not only Traffic but Targeted Traffic.
- Reciprocal links.
- Knowledge of SE robots movement. Robots.txt, Robots Tags.
- Use of social bookmarking and community builders like Facebook, Twitter, Digg, Sphinn, Delicious.
- Usage of Blogs and other RSS technologies to give mater on the web.
- Knowledge of ROI(Return on income).

Memberships

- Google Adwords as Advertiser, <http://www.adwords.google.com>
- Affiliation of Commission Junction <http://www.cj.com>

- Website Publisher of Adbrite.com. <http://www.adbrite.com>

Advertisement Marketing

- PPC (Pay Per Click) Advertisement of products on the search engine like Google.com by Google Adwords, Yahoo Adwords. Whenever specific product is searched the Ads come to attention of the visitor.
- Submitting the website in the related web directories and B2B directories like Alibaba.com, Indiamart.com etc.

Submission of website in all well known search engines

CERTIFICATES/REWARDS

- Best Idea certificate for the "Viral Marketing" in Goldbar Enterprises.
- Two times winner of Employee Of the Month (EOM) certificate in Goldbar Enterprises.
- Regularly won performance bonuses in Goldbar Enterprises.