



HAROON SARWAR

Senior Web Engineer & Development Lead

Self-Sponsored +971508293073 YES ranharoon@gmail.com
 ranaharoon.com +971505052427 Tecom, Dubai

PROFILE

Senior Full Stack Developer and PropTech Specialist with 10+ years of experience building web applications, custom CRM engines and programmatic SEO architectures. Skilled across full-stack web development, server management, Google Ads integration and digital marketing automation. Specialized in engineering independent real estate infrastructure including ROI/IRR calculators, ad-to-WhatsApp lead dispatch pipelines and automated XML portal syndication (*Property Finder & Bayut*) to capture direct organic leads and drive platform growth while securing total client data ownership.

SKILLS & COMPETENCES

Software & Web Engineering

PHP, Laravel, JavaScript, jQuery, HTML5, CSS3, MySQL, Database Architecture, API Systems Integration, RESTful APIs, OOP, Modular Architecture.

AI Engineering & Automation

Programmatic SEO Pipelines, LLM API Integration (Gemini, ChatGPT, Claude), Prompt Engineering, Dynamic XML Sitemap Routing

DevOps & Server Operations

Linux Server Administration, WHM/cPanel, Web Security, Mitigation, DNS, Domain, Email Management, Migration & Backup Routines

Real Estate & Enterprise Tech

Property Finder & Bayut XML Feeds, Custom Agency CRMs, Lead Dispatch Pipelines, Property Portals, Internal Management Dashboards

Digital Marketing Infrastructure

Automated Email Pipelines, WhatsApp Lead Capture, Google Ads & Meta Pixel Integration, Google Search Console, AdSense Management

Modern Stack (Continuous Learning)

React, Next.js, Modern Laravel Framework Updates

EXPERIENCE

IT Manager & Project Lead, *Global Sphere Ventures*

2025 – Present | Dubai, UAE

• Real Estate Investment Platform Development:

Architected an end-to-end real estate application featuring multi-currency investment engines (Off-Plan ROI/IRR, Rent vs Buy, True Cost Estimators) that generate branded client reports to accelerate deal cycles.

• Real-Time Ad-to-Lead Automation:

Built automated marketing bridges linking Meta/Google Ads directly to WhatsApp and custom email auto-responders, eliminating response lag and securing high-intent buyer leads in real time.

• Custom CRM & Independent SEO Architecture:

Designed a secure, role-based CRM (Admin, Agent and Client) paired with programmatic SEO listing architectures, ensuring brokerage property listings rank on Google independently without reliance on locked third-party portal subscriptions.

IT Manager, *Shippofy Freight Services L.L.C*

2022 – 2024 | Dubai, UAE

Engineered core operational workflows for creating and managing freight shipments, generating real-time tracking links and automating multi-channel client communications using WhatsApp API and email marketing pipelines.

Web Developer - Team Leader, FSD, TernoTech PVT LTD

2019 – 2021 | FSD, PAK

Managed full-stack development life cycles using PHP and Laravel, maintaining system reliability, Linux server environments, database integrity and high-volume performance.

Web Developer & Technical SEO Specialist, SoleTech

2014 – 2017 | FSD, PAK

Optimized, repaired and developed client websites using HTML, CSS, JavaScript and jQuery. Implemented technical SEO fixes, performance optimizations and dynamic site enhancements to improve search rankings, usability and overall site performance.

Web & Network Engineer, Time Group Dubai

2013 – 2014 | Dubai, UAE

Developed custom PHP web applications, CMS modules and secure digital solutions from design mockups to production deployment. Handled hardware networking, routing protocols, system infrastructure management and network performance diagnostics.

PROJECTS

YieldEngine PropTech & Agency CRM Platform , proptech.ranaharoon.com

2025 – 2026

• PropTech Investment Calculators:

Built live financial tools (Off-Plan ROI/IRR, Rent vs. Buy, Mortgage Prepayment) enabling agents to issue instant branded PDF/WhatsApp investment analyses.

• Direct SEO & Multi-Portal XML Syndication:

Developed direct web listing infrastructure backed by dynamic XML feed architecture ready for multi-portal distribution (Bayut, Property Finder) to protect domain Google authority.

• Lead Marketing Automation:

Integrated direct Meta/Google Ad webhooks into a custom CRM with automated WhatsApp & email instant response handlers.

Real Estate Solutions Portal + Built CRM , real-estate.codegenius.ae

2025 – 2025

Engineered a comprehensive real estate platform combining a public-facing property directory with an independent, secure agency CRM

Core Digital Agency & Tech Platform , codegenius.ae

2025 – 2025

Architected and deployed the primary web infrastructure for CodeGenius, a specialized UAE digital and software engineering agency

EDUCATION

Punjab University, Bachelors Degree

2015 – 2017 | LHR, PAK

Bachelors degree at Punjab University Lahore.

Institute of Information Technology, Diploma in Web Design and Development

2008 – 2009 | FSD, PAK

Advanced Diploma in Web Design and Development, learned Photoshop, MySQL, PHP, HTML, CSS, JavaScript, Web/Multimedia Management and Webmaster.

TECHIIT, Diploma / Hardware & Software

2007 – 2008 | FSD, PAK

Diploma in Computer Hardware and Software Applications, Network Management, ISA Server, Bandwidth, Load Balancer, LAN, WAN for ISP.

LANGUAGES

English: Working Proficiency

Urdu / Hindi: Native / Fluent

REFERENCES

Professional experience letters, client references and technical verification documents are available upon request.