

# HAROON SARWAR

FULL STACK DEVELOPER / TEAM LEADER



## Profile

Experienced IT professional with over 10 years in developing websites, online stores, and landing pages using PHP, HTML, CSS, and MySQL, with a strong proficiency in frameworks like Laravel. Highly skilled in SEO strategies to boost website rankings and sales for eCommerce and Real Estate, as well as adept in WhatsApp and email marketing, including building custom web applications and creating engaging newsletter templates.

## Experience

**2021 - Present**     **Shippofy Logistics**  
IT Manager, Dubai, UAE  
Closely manage and follow up the development team and provide all required guidance and technical decision making, handle SEO, web development tasks, social/digital/email marketing campaigns.

**2019 - 2021**     **TernoTech pvt ltd**  
Web Developer - Team Leader, FSD  
Developing dynamic and interactive websites that ensure high traffic, page views, and user experience. Overseeing back-end development using PHP to maintain websites integrity, security and efficiency, managing Hosting, Domains, Linux Server.

**2013 - 2017**     **SoleTech**  
IT services at own Software House, FSD  
Optimized and repaired site issues of clients. Modified & Coded websites using HTML, CSS, JavaScript and jQuery languages.

**2011 - 2013**     **Time Group, Dubai**  
PHP Developer, Dubai  
Performed troubleshooting of technical issues within production environment.

## Interests

- ♥ **Building APPs**  
Love building new apps
- ♥ **Travel**  
Exploring new places
- ♥ **Workout**  
Love to be at gyms

## Skills

### Programming

PHP

JavaScript

Dart

### Marketing

WhatsApp

Google Ads

SocialMedia

Emails

Automation

### Framework (CMS)

Laravel

Wordpress

### Server Management

Domain MGMT

Hosting MGMT

Web Security

Command line

Backup

Migration

Optimization

2009 - 2018

### Netcom

Network Engineer, FSD

Provided network support services for devices such as hubs, bridges, routers and other hardware. Monitored network capacity and performance to diagnose and resolve complex network problems

## Education

2008 - 2009

### Diploma / Web Design and Development

Institute of Information Technology, FSD  
Advanced Diploma in Web Design and Development, learned Photoshop, MYSQL, PHP, HTML, CSS, JAVASCRIPT, Web/Multimedia Management and Webmaster.

2015 - 2017

### Bachelors Degree

Punjab University, Lahore  
Bachelors degree at Punjab University Lahore.

2007 - 2008

### Diploma / Hardware & Software

Organization, City  
Diploma in Computer Hardware and Software Applications, Network Management LAN, WAN.

## Projects

2022

### SHIPPOFY

*Shippofy Freight Services L.L.C*  
Logistics website, Static frontend / Admin backend to create shipments, shipments live tracking, email - whatsapp marketing

2023

### URANUS-TRADE

*Uranus-Trade L.L.C FZ*  
Crude oil live price chart, static website with backend CRM.

2023

### MEAICON.AE

*Meaicon LLC*  
Business informational website of Hi-Tech organizations Technical Services.

2022

### MODULES

*Shippofy, Uranus-trade, Others...*  
Whatsapp Bulk Marketing using Cloud API, Emails auto campaigns marketing.

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**MANY MORE...**

## Web Development

Web Design	
Landing Pages	
Newsletters	
jQuery	
HTML/CSS	
Htaccess	

## API Development

WhatsApp	
YouTube	
Instagram	
Twitter (X)	

## Search Engine Optimization

On-page SEO	
Off-page SEO	
Back Links	
Google s-console	
Content	
Research	

## Personal Web Apps

- Real Estate CRM**
- Marketing Modules**
- WhatsApp Campaigner**
- Auto eMailer**
- Google Maps Data Fetcher**
- Logistics Shipment System**

## Contact

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## References

References can be provided upon request.