

# Naqqash Khan

Hayatabad, Peshawar, Pakistan

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## PROFESSIONAL SUMMARY

Highly skilled and experienced web developer with over 10 years of expertise in creating visually appealing and user-friendly websites and applications. Proficient in a variety of software including graphics, animation, and database programs. Led and coordinated multidisciplinary teams for website development and collaborated with other departments to integrate websites with organizational systems. Established and currently manages a successful technology and strategy solutions company, helping numerous businesses achieve success through rapid SaaS implementations, customizations, execution, consultation, and training. Possesses a reputation for expertise in business process and digital transformation. Stay up-to-date with the latest tools and SEO trends and technologies.

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## AREAS OF EXPERTISE

- Front-end Web Dev (Wordpress & Elementor)
  - Digital Marketing (Branding, Social Media, Influencer Mktg)
  - E-commerce Website Dev
  - Website Security, Maintenance & Optimization
  - Affiliate & Referral Management
  - Webmaster
  - Database Management (MySQL, SQL Server)
  - ERP/CRM Implementation & Training
  - SEO - Search Engine Optimization
  - Adobe Photoshop & After Effects
  - SaaS - Software As A Service Implementation & Training
  - Adaptive to Emerging Technologies
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## CAREER EXPERIENCES

### Senior Software Developer

2019 - Present

#### VLAM MEDIA, Ilford, Redbridge, United Kingdom.

(Front End Web Dev, Digital Marketing, E-commerce Website Dev and Integration social media platforms, Website Security, Maintenance & Optimization, CRM, SEO, Adobe Photoshop & After Effects, Database Management, Webmaster)

- Worked remotely as a Senior Web Developer for VLAM MEDIA since 2019, collaborating with multidisciplinary teams for website development and training junior web developers.
- Created visually appealing and user-friendly website designs using WordPress and Elementor. Developed design guidelines and best practices to ensure consistency across projects.
- Created visually appealing and user-friendly website designs using WordPress and Elementor.
- Ensured websites met content standards and were easy to navigate.

- Integrated features and functionalities using graphics & animations.
- Conducted website testing and implemented improvements for optimal performance.
- Led and coordinated multidisciplinary teams for website development projects.
- Collaborated with other departments to integrate websites with organizational systems.
- Developed custom WordPress themes and plugins for VLAM MEDIA and clients.
- Conducted SEO audits and provided optimization recommendations for clients websites.
- Monitored website analytics and provided regular performance reports to clients.
- Maintained and updated WordPress websites for VLAM MEDIA and clients.
- Provided technical support for WordPress and SEO-related issues to clients.
- Stayed up-to-date with the latest tools, trends, and technologies in web development and SEO.

### **Founder/ Business Strategist**

**2014-Present**

#### **NEO Business Solutions, National Incubation Center, Peshawar, Pakistan**

(SaaS based solutions, Front End Web Dev, Digital Marketing, E-commerce Website Dev and Integration social media platforms, Website Security, Maintenance & Optimization, Affiliate & Referral Management, Database Management, ERP, CRM, SEO, Adobe Photoshop & After Effects, Database Management, Webmaster)

- Started by selling domain and hosting services, and providing training to students on using WordPress and Photoshop for developing business websites, in 2014.
- Established and currently manages NEO Business Solutions, a Google Cloud and Facebook Marketing Partner that specializes in providing technology and strategy solutions for businesses.
- Helped numerous entrepreneurs and businesses achieve success by leveraging the right mix of technology and strategy.
- Developed a reputation for expertise in business process and digital transformation, ensuring rapid SaaS implementations, customizations, execution, consultation, and training.
- Specialized in providing SaaS-based solutions, including front-end web development, digital marketing, e-commerce website development and integration of social media platforms, website security, maintenance, and optimization, affiliate and referral management, database management, ERP, CRM, SEO, Adobe Photoshop & After Effects, and webmaster services.
- Collaborated with clients to develop and implement effective business strategies and helped them achieve their business goals.
- Conducted market research and competitor analysis to identify growth opportunities for clients.
- Provided consulting services to clients to optimize their business processes, increase efficiency, and reduce costs.
- Stayed up-to-date with the latest technology trends and innovations and provided guidance to clients on adopting new technologies.

### **Facebook Business Manager**

**2018 - Present**

#### **Facebook Inc/ Metaverse**

- Learned and applied Facebook pages algorithm to increase page likes
- Managed Facebook pages for an international celebrities such, Ali Zafar, as Page Manager
- Increased the likes on Ali Zafar's page from 1.7 Million to 4.5 Million in 2-year tenure.
- Maintaining over 24 Facebook pages for clients with varying interests

- Creating Reels and Shorts for clients.
- Designing marketing strategies for clients' Facebook pages.

**Co-Founder/ Web Development**

**2023 - Present**

**Multiverse Business Solutions, Virginia, USA**

(Website Development, SEO, Affiliate/ Referral Management System, Content Management)

- Started working there after covering a musical concert and impressing the CEO with IT skills.
- Integrating Multiverse CRM and Google Analytics into the website.
- Creating content and optimizing for SEO.
- Conducting testing and quality assurance to ensure optimal website performance.
- Providing ongoing maintenance and updates to the website.

**Web Manager**

**2022 - Present**

**Frontier Homeopathic Medical College, Peshawar, Pakistan**

(Website Development, College Management System, Student Management System, Training Staff)

- Developing and maintaining the college website
- Implementing a college management system and student management system
- Providing training to staff on technology and systems management

**Webmaster/ IT Administrator**

**2015 - 2018**

**Frontier Medical College, Abbottabad, Pakistan**

(Website Development, Wireless Infrastructure, IT Administration, Network Security)

- Started working there after covering a musical concert and impressing the CEO with IT skills.
- Worked as Admin IT for more than three years and developed the college website.
- Built a complete infrastructure with wireless technologies.
- The wireless products used included Ubiquiti UniFi AP-AC for indoor/ outdoor areas.
- Conducting tests and analyzing data to ensure quality, security, and optimal user experience
- Developing and implementing procedures for ongoing website updates and revisions
- Monitoring and maintaining website functionality

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**E D U C A T I O N**

**Bachelor of Science in Computer Science**

**2006**

Virtual University, Pakistan

**Certification in Web Designing, Adobe Photoshop, MS Windows, MS Office**

**2003**

Skill Development Council, Peshawar

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**REFERENCE**

**Kamran Khan** Chief Executive Officer (CEO)

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[www.vlammedia.com](http://www.vlammedia.com)

VLAM MEDIA, Ilford, Redbridge,  
United Kingdom

**Imran Munir** Chief Executive Officer (CEO)

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