

CV: Mustafa Gul Chand

— Web Developer & Digital Marketing Expert
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Visa Status: "Employment" Nationality: "Pakistan" Work Location: "Bahrain"

Profile

Mustafa Gul Chand is an adaptable, proficient Digital Marketing Expert and Full Stack Developer. He sets and achieves high standards consistently, enjoying self-development and learning new things. Mustafa is a strong team player, works well under pressure and is consumer-focused.

Experience

Having more than 5 years Professional Industry Experience with Digital Marketing(Facebook/Instagram, Twitter, YouTube, Snapchat, Google Ads, SEO) and HTTP Parsing, SSL implementation on HTTP protocol, regular expression, REST API, SOAP, JSON and Web Services.

Work Experience Local and International

Company: Winchester Media (**Juffair, Bahrain**) 2019 - present

Position: Marketing Executive

Job Description: Working as Web Developer & Digital Marketing Expert.

Details:

- Digital Marketing (SEO, Social Media Marketing [Facebook,Instagram,Snapchat,Twitter Ads], SEM[Google Ads] Email Marketing & SMS Marketing)
- Website Development & Update/Maintenance

Company: Hinet Smart Solutions (**Manama, Gudaibia, Bahrain**) 2018 – 2019

Position: Digital Marketing Expert

Job Description: Working as Web Developer & Digital Marketing Expert.

Details:

- Developing **Digital Marketing Strategies** work including **SEM, SMM, SEO, Email Marketing, PPC and Website Development(Frontend + Backend Development)**

Company: Digital Park (**United Tower, Bahrain Bay, Bahrain**) 2018

Position: IT Project Manager

Job Description: Working as Front/Backend Developer, Digital Marketing Expert & IT Project Manager.

Details:

- Developing work schedules and ensuring all application work within work schedule
- Monitoring, coaching & mentor the operations of application development team & provide regular feedback
- Developing professional relationships with internal customers and establish effective solutions to meet business requirements and provide regular feedback
- Project Planning and Management

- Assist in team development while holding teams accountable for their commitments, removing roadblocks to their work; leveraging organizational resources to improve capacity for project work; and mentoring and developing team members
- Supporting and managing customer expectations for project deliverables, manage stakeholder communications and help to implement an effective system of project governance
- Defining a well-defined project management process and champion ongoing process improvement initiatives to implement best practices for Agile Project Management and drive agile methodologies throughout the Project.
- Promoting empowerment of the team, ensure that each team member is fully engaged in the project and making a meaningful contribution, and encourage a sustainable pace with high-levels of quality for team and project deliverables.
- Financial acumen with capability to plan and oversee project budgets.
- Exceptional leadership, interpersonal communications, investigative, negotiation, collaboration, and virtual management skills. Comfortable leading project teams across multiple locations and time zones.
- Strong analytical, planning, and organizational skills with an ability to manage competing demands.
- Excellent oral and written communications skills and experience interacting with both business and IT individuals at all levels.
- Communicating, document and archive project team activities and decisions. Act as primary contact for project team related information.
- Self-motivated, with initiative and the ability to take ownership of, and follow through with, specific tasks.
- Influences and negotiates with project team and project stakeholders to gain alignment within the team.
- Full lifecycle, application development, integration experience.

Company: Primedia INT **(Riffa, Bahrain)** 2018

Position: Digital Marketing Expert

Job Description: Working as Part Time

Details: Key Roles

- Search Engine Optimization(using different approaches to get higher rank in search engines)
- Google AdWords Ad Campaign(Ad campaign including Google AdWords and other Setups)
- Website Maintenance & Testing
- Social Media Marketing(fb/insta/twitter/Pinterest posting)
- Email and Content marketing (writing emails and blogs, using tags and keywords to get in touch with latest trends and active response)

Company: Shamil Translation **(Seef, Bahrain)** 2018

Position: Digital Marketing Expert

Job Description: Worked as Part Time

Details: Key Roles

- Search Engine Optimization(using different approaches to get higher rank in search engines:google/yahoo/bing)
- Social Media Marketing(fb/insta/twitter/pinterest posting)
- Search Engine Marketing(Ad campaign including Google Adwords and other Setups)
- Email Marketing (Organizing complete introductory and responsive email campaign with full results)
- Content marketing (writing blogs, using tags to get in touch with latest trends and active response)

Company: Soft Flow Bahrain **(Manama, Bahrain)** 2017

Position: Full Stack Developer

Job Description: Worked as Front/Backend Developer.

Details: Key Roles

- Front-End and Back-End Website Maintenance, including Database linking.
- Quality Assurance Work & Website Optimization and SEO.
- Digital Marketing responsibilities (SEO, SEM, SMM and Email Marketing)
- Monitoring and managing cloud operations and other cloud requirements.
- Hands on experience in MVC framework, and API Integration.
- Themes and Plugin Customization.

Company: Linking Media (Digital Media Agency, Lahore, Pakistan) Mar 2013 - Dec 2013

Position: PHP Developer

Job Description: Worked as PHP Developer & SEO Expert.

Details:

- Reporting site functionality and updates for client.
- Resolving Web Development issues and adding features in it.
- Communication with clients, resolving time-to-time website bugs and site maintenance.
- **Performance Optimization** by applying JavaScript, CSS and other Optimization Techniques.
- Integration of **Payment Gateways APIs** (Authorize.net & PayPal etc.), **Email APIs**(SendGrid etc), **Google Maps API** and **DocuSign API** etc.
- Implementing additional functionalities and features in existing PHP Web Projects
- Reporting site functionality and updates for client
- Communication with clients, resolving time to time website bugs and site maintenance
- Testing **time to time**.

Company: PTCL(Pakistan Telecommunication Company Limited) **(ISB, Pakistan)** 1st, Jan 2014 – 30th, Dec 2016

Position: PHP Developer

Job Description: Worked as PHP Developer.

Details:

- Developing **Sale & Distribution project (PHP)** using MVC Architecture on GAE.
- Hands on experience in Controller Side Coding, Testing and Support in **PHP**. Integrating PHP Applications with SQL Database instances on **Google Cloud SQL(Billable)**.
- Proficient in Front End Development using **Ajax JavaScript, jQuery, HTML** and **CSS**.
- Development & creating UI in **Dreamweaver**, expert in converting design style guide into the HTML/CSS/JavaScript code. Experience in User Interface Testing against guidelines & resolving Issues.
- Configuring **Continuous Integration Automated Solution** through Jenkins CI Server for running Soapui Test cases, **Continuous Deployment** (push to deploy) using bitbucket and notifying build results to project members using email & Twilio SMS by using various Jenkins plugins.
- GAE source code repository pipelining with **Bitbucket's** private repository, implementing GAE Push to Deploy(Deprecated), Pipelining with private repositories & Version Control.
- Development using Jinja2 templates, GAE Services, Modules in **Webapp2 Framework**.
- Developing application using Google **services, Datastore(NoSQL), Blobstore, Cloud Storage, OAuth, GCM, Restful services, JSON.and MY SQL**. Video Streaming Projects using **Darwin Streaming Server**.
- Monitoring and managing cloud operations, scaling and other cloud requirements.
- Identifying bottle necks of Memory, Requests and project endpoints deployed on GAE and notifying through Email and SMS. Applying design and architecture according to Google standards.
- Provides support to test and quality team for testing web services using **Soapui**.

Skills Summary

Languages	: HTML5, CSS3, PHP, JS (Angular JS, React)
Tools	: Photoshop, Dreamweaver, Illustrator, Source Tree, SoupUI, Advanced Rest Client (chrome extension), WampServer, Eclipse (IDE), NetBeans (IDE), Sublime, Notepad++, Jenkins (web server), Google AdWords/Analytics & Webmaster.
CMS	: Wordpress, Blogger, Joomla (including Customization)
Database	: MySQL, MongoDB, PostgreSQL
Storage Engine	: Google Cloud, Amazon S-3
Platform	: Mac, Linux, Windows
Framework	: Zend, Bootstrap
Version Control	: GitHub, SourceTree
Agile Environment	: XP & Scrum

Key Projects Handled

— **Project Title:** Winchester Media – (Responsive Website)
Technology: Google Analytics, WordPress, Bootstrap, Google Font API
Scope: Responsive Website Solution for IT Company
Role: Coding/SEO/Implementation/Handling/Testing. **Team size:** 1
URL: <http://winchester-media.com>

— **Project Title:** IRIS PROPERTY – (Responsive Website)
Technology: Google Analytics, WordPress, Bootstrap, Google Font API
Scope: Responsive Website Solution for Properties in Bahrain
Role: Coding/SEO/Handling. **Team size:** 1
URL: <http://iriswll.com>

└ **Project Title:** Digital Park – (Responsive Website)
Technology: Google Analytics, WordPress, Bootstrap

Scope: Responsive Website Solution for IT Company

Role: Coding/SEO/Implementation/Handling/Testing. **Team size:** 1

URL: <http://itdigitalpark.com>

Tech: SEO + Digital Marketing Work

Scope: Providing Digital Marketing Solution to Bahrain Located British School “NGIS”

Role: Coding/SEO/Digital Marketing. **Team size:** 1

URL: <http://ngisbahrain.com>

Tech: SEO + Digital Marketing Work

Scope: Provided Digital Marketing solution to Bahrain Located Company “YellowPages.bh”

Role: Coding/SEO/Implementation/Handling/Testing. **Team size:** 1

URL: <http://yellowpages.bh>

└ **Project:** Dr. A. Shaheed Fadhul (Responsive Website)
Technology: WordPress, PHP, MySQL, HTML, CSS

Scope: Responsive Website for a Private Plastic Surgery Clinic, based in Bahrain

Role: Coding/SEO/Handling/Testing. **Team size:** 1

URL: <http://www.shaheedplast.com/>

Tech: SEO

Scope: Provided SEO solution to Bahrain Located Company “ALFANAR”

Role: Insta Marketing/SEO/Implementation/Handling/Testing. **Team size:** 1

URL: <http://www.alfanar-dev.com/>

- **Project Title:** Paddington Garden – Property Auction based Company (Responsive Website)
Technology: Google Analytics, Revslider, Bootstrap, Google Font API

Scope: Responsive Website Solution for a UK based company

Role: Coding/Implementation/Handling/Testing. **Team size:** 1

URL: <https://paddingtongardens.com>

- **Project Title:** General Contractors (US-IL)
Technology: PHP, MySQL, HTML, CSS, Javascript,

Scope: Dynamic Website for a UK based company, which provide security based offers.

Role: Coding/Implementation/Handling/Testing. **Team size:** 1

URL: <http://ssgukltd.com>

- **Project Title:** Kings Seeds Wholesale Seed Merchants (Responsive Website)
Technology: PHP, MySQL, HTML, CSS, Js(Modernizr, JQuery)

Scope: Dynamic Website for a UK based Wholesale Seed related Company, which provide Seeds online.

Role: Coding/Implementation/Handling/Testing. **Team size:** 1

Login & Payment Gateway integration added

URL: <http://www.kingsseedsdirect.com/>

- **Project Title/URL:** <http://lafarge-snd.appspot.com/index.php>
Technology: PHP, MySQL, JSON, HTML, CSS, Javascript, MVC

Scope: Dynamic Website to manage SOTS. Adding roles for different Departments (HR, LOGISTICS, ADMIN...etc). Supervisors/Admin can login with the registered details and create and maintain their work data. Admin can manage users, content pages from the back end. System has a build in functionality to group the users with same kind of wish list so they can be grouped and send as team to full fill their task/work.

Role: Architecture /Coding/Customizing/Implementation.

Team size: 6

- **Project Title:** Online Streaming (Web Portal: Live Streaming Service, Movies/TV Collection)
Technology: PHP, MySQL, JSON, HTML, CSS, Javascript, MVC, Darwin Streaming Server

Team size: 1

Scope: Dynamic Website for Video Streaming using DSS (Darwin Streaming Server).

Role: Architecture /Coding/Implementation/Handling/Testing.

Education

- **Matric** (with Science Subjects) from **District Public School & College** (Okara) Pakistan
Session: (2006)
 - **ICS** from **District Public School & College** (Okara) Pakistan
Session: (2006-08)
- **Bachelors** (Hon's) : Computer Sciences(**BSCS**) from **THE UNIVERSITY OF LAHORE(Pakistan)**
Session: (2008-12)
CGPA: 2.82/4

Personal

Languages: English (Fluent), Hindi & Urdu (Native)

Have Valid Driving License: Yes

Interests

#Tech, #hashtag, #DigitalTrends, #Webdev & #AI