Muhammad Adnan

Digital Website Manager | Development Operations | Digital Analyst | Senior Drupal Developer

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Working directly on host country website (Qatar2022.qa)

Doha, Qatar (Qatar Resident)

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✓ Career Objective

To secure a challenging position in a reputable organization to expand my learning, knowledge and skills, while making a significant contribution to the success of the company.

Work Experience

Development Operations

Supreme Committee for Delivery & Legacy, Doha, Qatar

Sept 2018 – March 2023

I contributed to making FIFA World Cup Qatar 2022 a success by working on the host country website, Qatar2022.qa. As part of the team, I provided fans with essential information such as official songs, mascots, transportation, stadiums, events, accommodation, legacy programs, discover Qatar, ticketing, and more. Additionally, I offered marketing strategy support to enhance the website's performance.

- **Projects Management**
  - Managed different digital projects using different tools like Jira, Trello
  - Managed project plans and new web functional areas
  - Prepared & prioritized projects
  - Collected project requirements and approved within budget & expectations
- **Website Manager**
  - Provided business use cases & test content
  - Signed off stories created by the PPO for estimation by the development team
  - Made daily delivery decisions during active sprints (otherwise escalated to PO)
  - Actioned UAT; created and prioritized bugs
  - Approved stories/tasks to be deployed to the production environment
- **E- Marketing**
  - Worked on segmentation of data
  - Set up automation campaigns
  - Generated campaign performance reports
- **Films Management**
  - Uploaded and managed films on YouTube
  - Generated film performance reports
- **Analytics & Reporting**
  - Generated host country website performance report (monthly, quarterly, annually)
  - Set up KPIs, and closely monitored the progress made during a specific time period
  - Analyzed the quality of content and visitors' interest in it
  - Analyzed users' behavior and interest in the web content
- **SEO Manager**
  - Successfully executed SEO campaigns to improve search engine rankings, enhance customer reach, and optimize content by increasing keyword utilization
  - Developed and implemented organic search strategies, conducting thorough audits, analyzing SEO-related data from various sources, and making recommendations for content development to achieve keyword-specific SEO objectives
  - Collaborated with cross-functional teams to develop and nurture lasting internal and external relationships through clear communication and effective teamwork
  - Utilized technical, on-page, and off-page SEO factors to develop and execute SEO strategies, resulting in increased website traffic and improved search engine rankings.

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Senior Drupal Developer & PM

Drupak (Pvt) Ltd. Pakistan
June 2016 - Sept 2018

- Worked on web-based projects using Drupal CMS
- Led a team and guided them about the project content types, taxonomies and other project related stuff (database architecture)
- Worked on module development and theming
- Managed multiple projects
- Drupal CMS instructor

Research Analyst & Team Leader

The State Bank of Pakistan
December 2012 - June 2016

- Piloted the 'External (Direct & Indirect) Stakeholders of SBP' survey for the research department
- Led a team of research enumerators to collect information on consumer expectations and consumer confidence through telephone interviews of households across the country - Consumer Confidence Index
- Studied the expectations of consumers and their reaction to economic and policy shocks

Research Analyst & Team Leader

Customer Satisfaction Survey, Indus Motors LTD, Pakistan
December 2012 - June 2016

- Identified a larger window for customer satisfaction
- Recorded the voice of the customers
- Handled inquiries and complaints
- Studied customers' expectations, and recorded the improvement image of the dealership by taking the customers' suggestions regarding sales and service activities

Project Coordinator

The Citizens Foundation (TCF) — Education Department, Pakistan
June 2017 - Sept 2018

- Identified opportunities for the TCF education team
- Conducted gap analysis between actual and intended outcomes; and identifying factors affecting the TCF Summer Camps performance
- Taught ethics, leadership and modern approach of knowledge to the students
- Created awareness among students about the importance of education

Project Technical Trainee

Al-Shifa Eye Trust Hospital Kohat, Pakistan
June 2017 - Sept 2018

- Recorded the walk-in patients' data
- Adjusted the patients' meeting & collect the data in the database

IT Skills Summary

Web Development	Drupal site-building, module development, and theming,
Database	MYSQL, Oracle
Project management	Quality Assurance, Requirements Engineering, Software Engineering
Editing (Images & Videos)	Adobe Photoshop, Movie making
Creativity	Logos, Content writing, web designing
Management	Events, Seminars, meetings
Programming Languages	Java, JavaScript, HTML, C, C#, CSS, PHP, MIPS, SQL

Education

2016 (Spring Semester) **Shawnee State University, Portsmouth OH, USA**
Bachelors of Science (BS) in Computer Science

2012 - 2016 **Institute of Business Administration (IBA) Karachi, Pakistan**
Bachelors of Science (BS) in Computer Science

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Awards & Certificates

- Certified Sustainability Leader - United People Global (UPG)
- CHS Student of the Month (Feb 2013)
- National Honor Society (June 2012)
- Academic Honor Roll (June 2012)
- CPR & First Aid Certificate (March 2012)

Skills, Abilities & Technical Skills

- Experience working on the implementation of Enterprise Applications
- Experience in project implementation throughout the life cycle
- Excellent analytical and problem-solving abilities
- Adobe Photoshop, Microsoft Office, Outlook, Paint Shop
- Expertise with advanced databases
- Practical knowledge of data warehousing and business intelligence software quality assurance
- Outstanding expertise with requirements engineering
- Prominent expertise with software project management
- Able to Multitask, Creative, Good Communicator, Organized, Team Player
- Proven ability to lead initiatives with minimal supervision
- Experience in business or technology consulting
- Fluent in English & basic Arabic

Major IT Projects

- **FIFA World Cup Qatar 2022™ Host Country Digital Marketing Lead**
- Drupal based platform for USA based photocopiers data management (collection and sharing of data based on clients' requirements)
- Drupal based Multi-lingual platform for casinos data management, and their followers (sending emails & SMS based on their marketing strategies) Mail Lead system same as Mailchimp
- Entities based Drupal Project for universities (in Drupak)
- Leads Automation-b2b website (1800copiermachines.com) School Management system (Custom PHP)
- Mii-care dashboard for home sensors data (adnan.byethost7.com/kelvin) Btan System (btanningsalon.com)
- Inventory System
- Heart reconciliation portal
- IBA boys' hostel website & portal
- Dashboard for Q-Online company, UK
- Worked on movie-making for many clients on fiverr.com (ID: madnanktk1) Automatic Number plate recognition System (Final Year Project)

Achievements and Scholarships

- **Host Country Member of FIFA World Cup Qatar 2022™**
- Selected as a cultural exchange student to USA, 2015-16
- 100% scholarship by IBA National Talent Hunt program (NTHP) for 4 years
- 100% scholarship at Cadet College Kohat (Kohatians Association Fund) for 3 years
- Content Writer – Quill — IBA Annual Literary Magazine – 2013
- Pakistan IT Director IBA HR Inspire 2013, Pakistan
- Director Security IBA CS Probattle 2014, Pakistan
- Pakistan Ambassador of SMEP,GIKI 2012, Pakistan
- Vice President in IBA HR Inspire 2,2015, Pakistan
- Hostel Medical Secretary for IBA Boys Hostel 2013-2015, Pakistan
- Campus Coordinator for IBA, Human Resources Club 2017-2018, Pakistan
- Team Lead/Organizer for The Drupal Camp Karachi 2017-2018, Pakistan
- NTHP Program Associate for IBA National Talent Hunt Programs 2017-2018, Pakistan