AHMED AZIZ

Software Engineer | Web Developer | WordPress | Shopify | SEO | Website Optimization | Google Analytics | AI Integration

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SUMMARY

Software Engineer with expertise in software development, project management, and delivering scalable digital solutions. Proven ability to lead projects, collaborate across teams, and align technology with business goals. Passionate about Artificial Intelligence, Generative AI, Machine Learning, Data Engineering, and AI-powered automation.

TECHNICAL & MANAGEMENT SKILLS

- Web Development: WordPress, Shopify, Website Optimization , E-commerce Management , Custom Development , PHP, CSS, HTML, MySQL, API Integration, Plugin Customization
- SEO and Analytics: SEO, Google Analytics, Google Search Console
- AI: AI Chatbot Integration, Prompt Engineering, AI Workflow Automation
- Management: Project Planning and Coordination, Stakeholder Communication and Engagement, Cross-Functional Team Collaboration, Agile and Scrum Methodologies

WORK EXPERIENCE

Web Master, Institute of Business Management Dec 2024 to Present

- Led the development and enhancement of IoBM's websites, Alumni Portal, coordinating with IT, Marketing, and academic departments to deliver scalable, user-focused digital solutions aligned with institutional goals.
- Managed end-to-end digital projects, overseeing planning, execution, SEO implementation, performance optimization, and user experience improvements to increase website engagement and visibility.
- Designed and integrated AI-powered chatbot solutions to automate student and visitor inquiries

WebDeveloper, Falak Marketing Apr 2024 to Dec 2024

- Maintained and developed WordPress and Shopify websites, boosting client project delivery speed by 20%.
- Designed automated lead management workflows in MS Excel, reducing manual processing time by 40%.
- Prepared weekly and monthly analytical reports, enabling management to make better data-driven decisions.

Web Engineer, SZABIST University 2023 to 2024

- Managed ongoing enhancements for website.
- Conduct regular meetings with faculty and management to present ERP system updates, gather feedback, and incorporate suggestions to ensure platforms align with institutional needs.

Marketing Assistant, Ziauddin University 2022 to 2023

- Launched a new university website that increased user satisfaction by 40%, based on feedback surveys.
- Implemented robust security protocols to ensure compliance with web application security standards and optimized website load speeds by 60%.

Wordpress Intern, MMC Global Summer Internship

- Assisted in developing dynamic and responsive websites, following industry best practices for digital solutions.

EDUCATION

Bachelors of Software Engineering, Mehran University of Engineering & Technology, Pakistan 2018 to 2022

CERTIFICATIONS

- Introduction to Modern AI
- Google Ads
- Google Analytics
- Oracle Database
- Search Engine Optimization
- SQL for Data Science
- Microsoft Azure Fundamentals
- Office 365
- Agile Management
- Adobe Ecommerce Mnagamenet

REFERENCES

References will be provided upon request.