

# Muhammad Waqar

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<https://waqar.works/> (Portfolio)

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## About me:

I am Muhammad Waqar, a Bachelor's degree holder in Computer Science with over 9 years of professional experience in the IT industry. Passionate about both the digital and offline world, I thrive on learning emerging technologies and applying creative solutions to real-world challenges. Skilled in web development, IT infrastructure management, networking, and digital marketing, I aim to contribute to an innovative organization where I can leverage my expertise, deliver impactful results, and continue to expand my professional knowledge.

## Work Experience:

Working as a **IT MANAGER** June 2022 – Till (Genesis Engineering Software House)

## Key Responsibilities:

- Design, develop, and maintain highly responsive, performance-driven websites and web applications using WordPress, PHP, HTML5, CSS3, JavaScript, Bootstrap, and various CMS platforms including Shopify, OpenCart, Magento, and Joomla.
- Expertly integrate WooCommerce with secure, scalable payment gateways such as Stripe, PayPal, and custom APIs, ensuring seamless e-commerce functionality, advanced UI/UX, and optimized SEO performance.
- Manage and optimize complex cloud and hosting environments (AWS, Google Cloud, cPanel, Plesk), perform domain and hosting migrations, configure DNS, CDN (Cloudflare), and implement server security hardening with firewalls, SSL/TLS encryption, DDoS protection, and malware mitigation.
- Monitor, analyze, and optimize website performance and SEO ranking using Google PageSpeed Insights, GTmetrix, Core Web Vitals, and schema markup, ensuring fast loading, cross-browser compatibility, and enhanced search visibility.
- Design high-quality graphics and marketing content using Adobe Creative Cloud (Photoshop, Illustrator).
- Utilize Google Analytics, Search Console, Tag Manager, Meta Business Suite, Hootsuite, and social media analytics to track KPIs, assess engagement, and optimize ROI-driven marketing campaigns across Facebook, LinkedIn, Instagram, TikTok, YouTube, and Twitter (X).
- Lead data-driven content strategy and digital campaigns, leveraging A/B testing, keyword analytics, and marketing automation tools (Mailchimp, HubSpot, Zoho Campaigns) to enhance audience reach, lead conversion, and brand engagement.
- Plan, design, and manage LAN/WAN network infrastructure, including routing, switching, VLAN segmentation, VPN configuration (IPSec/OpenVPN), and firewall deployment (Fortinet, Mikrotik, Cisco ASA) for secure and reliable connectivity.
- Deploy, configure, and maintain Microsoft Windows Server (2016+), Active Directory, domain controllers, DNS, and email servers.

- Install, configure, and maintain CCTV surveillance systems (IP & Analog) for security monitoring and operational efficiency.
- Administer network servers, IT infrastructure, and technology tools for 50+ workstation environments.
- Oversee IT inventory management, including procurement, asset tracking, and vendor coordination.
- Develop project plans, budgets, and resource allocations for IT and digital initiatives.
- Install, terminate, test, and document structured cabling (horizontal, backbone, and other types).

## **Web Development & Social Media Marketing Experiences**

- Working as a Senior Web Developer & Social media marketing Expert (Remote)  
March 2020 – Till (Wolf Marketing – Canada Based Company)
- Working as a Web Developer & Social media marketing Expert (Remote)  
June 2021 – June 2024 (Sycapit UK based IT Company) [www.sycapit.co.uk](http://www.sycapit.co.uk)
- Working as a Web Developer & Social Media Marketing Expert/ Graphics Designing (IT Manager)  
Jan 2017 – December 2022 (SBM Rawalpindi)
- Working as Assistant IT Manager (November 2015 to December 2016)  
IT Club Technologies & Property club G11 Markaz, Islamabad Capital Territory, Pakistan

FREELANCE Jan 2015 – Till Date  
Working as a Free Lancer in Information Technology

## **PROJECTS**

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<https://perficient.ae/>

<https://kook.media/>

<https://grandwoodwork.com/>

[www.sbm.edu.pk](http://www.sbm.edu.pk)

<https://naureenjamal.com/>

<https://esbm-online.com/>

<https://gelorganics.com/>

<https://www.halalmedelivery.net/>

[www.fragrancelstore.pk](http://www.fragrancelstore.pk)

<https://www.occleanupandhauling.com/>

<https://freedomroofinggeorgia.com/>

<https://expressplumbingremodel.com/>

<https://katsperrfect.com/>

<http://lakesfood.co.uk/>

<https://loadzforu.com/>

[sail4kashmir.co.uk](http://sail4kashmir.co.uk)

<https://tomcooptowingllc.com/> <https://sycapit.co.uk/>

[http://avanturebytes.com/avant\\_home/](http://avanturebytes.com/avant_home/) <https://rupalface.us/>

<http://cometlive.azurewebsites.net/> <https://kdfuk.org/>

<https://www.achieversdream.com.sg/> <https://physiobylisa.co.uk/>

<https://fourteenholdings.com/>

<https://fat-pat.com/>

Other Projects shown on demand

### **Education:**

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- BS Computer Science  
(2013–2016) Preston University, Islamabad
- F.Sc. (Pre-Engineering)  
2008–2010 Islamia Public College Ghotki (BISE Sukkur)
- Matric (Science)  
2006–2008 (Islamia Public College Ghotki (BISE Sukkur)

### **Skills:**

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Web Development, E-Commerce Solutions, Cloud & Hosting Management, UI/UX & Graphic Design, Digital Marketing & SEO, Content Strategy & Branding, Project Management, Networking & IT Infrastructure, Cybersecurity & Server Administration, Database Management, System Maintenance & Support, IT Asset & Inventory Control, CCTV & Surveillance Systems, Technical Documentation & Reporting, Software & Application Deployment, Team Collaboration & Leadership.

### **Languages:**

English, Urdu, Punjabi, Sindhi.

### **Activities & Interests:**

Research and development.

Learning new technologies.

Traveling.

Watching Movies, TV.