



Web Manager | DevOps & Azure Expert | AWS |
Full Stack Developer | SEO Specialist | SQA |
WordPress | Data Analyst | Designing | UX UI

Fakhar E Alam

WORK EXPERIENCE

WEB MANAGER & CREATIVE SPECIALIST

Jan 2025 - Present

Crossroads Adventure Pvt. Ltd

- Led full-spectrum website operations as a Web Manager, managing front-end/back-end development, UI/UX design, deployment, SEO, performance optimization, security, and server infrastructure using tools like cPanel, GoDaddy, and Cloudflare, ensuring 99.9% uptime and scalable, secure web delivery.
- Developed and integrated full-stack features including AI chatbots, live chat, payment systems, and interactive maps. Collaborated on API integrations and built responsive, cross-device UI components to enhance real-time engagement and user experience.
- Executed data-driven SEO strategies and produced high-impact visual content including promotional videos, motion graphics, and marketing materials, driving traffic, improving SERP rankings, and elevating brand presence across digital campaigns.

TEAM LEAD | FULL STACK DEVELOPER | SQA

Jan 2020 - Dec 2024

VTEC

- Managed and guided cross-functional development teams through all stages of the project lifecycle from planning and task assignment to final deployment ensuring on-time delivery, code consistency, and team efficiency across multiple web projects.
- Developed and maintained dynamic web applications using PHP and Python (Django), with advanced front-end skills in JavaScript, jQuery, Ajax, HTML5, CSS3, and Bootstrap 4. Focused on building responsive, interactive, and high-performance user interfaces.
- Performed end-to-end testing using Selenium, Postman, and JUnit to ensure product reliability and functionality. Executed both manual and automated test cases, reported bugs, and maintained test documentation to support development quality.

TELEMARKETER

Jan 2019 - Dec 2020

LOOPS

- Developed expertise in persuasive communication and customer engagement while working as a telemarketer, effectively promoting products and services.
- Mastered various sales techniques, leading to increased customer acquisition and retention through tailored approaches and effective follow-ups.
- Fostered strong relationships with clients, enhancing customer satisfaction and loyalty through active listening and responsive service.

ABOUT

I am an experienced Web Manager, Full Stack Developer, and DevOps Engineer with a proven track record in delivering high-performance, secure, and scalable web solutions. With deep expertise in PHP, Python (Django), and cloud platforms like Microsoft Azure and Amazon Web Services (AWS), I specialize in building, deploying, and optimizing websites and applications that meet modern business needs. My core skills include full-spectrum website management from domain configuration, cPanel administration, and GoDaddy hosting, to email setup, site security, and performance optimization. I lead cross-functional teams to deliver robust front-end and back-end development, ensuring clean code, responsive design, and seamless user experience. As a certified SEO Specialist and WordPress expert, I optimize websites for maximum visibility using high-impact strategies like on-page SEO, off-page SEO, backlink building, and content optimization. I also bring hands-on proficiency in UI/UX design, graphic design, video editing, and branding, supporting creative marketing campaigns that drive engagement and conversions. My experience extends to SQA (Software Quality Assurance), automation testing (Selenium, Postman, JUnit), and data analysis, enabling me to deliver reliable, data-driven solutions. With a focus on innovation, collaboration, and continuous improvement, I align technology with business goals delivering real results across platforms and industries.

HOBBIES

- Coding and Software Development
- Traveling and Exploring New Cultures
- Volleyball

LANGUAGE

English	_____	Fluent
Urdu	_____	Native
Khowar	_____	Native
Pushto	_____	Fluent

CONTACTS

✉ fakhar.officals@gmail.com

☎ +92 344 2228076

📁 <https://cjfakhar.wixsite.com/fakhar-portfolio>

in <https://www.linkedin.com/in/fakharalam1/>

EDUCATION

Model Degree College, Chitral **2015 - 2017**
HSSC Pre-Engineering

Riphah International University, Islamabad **2018 - 2022**
BS Software Engineering

PROJECTS

Current Project - CrossRoads Adventure

- Status: Currently working on this live project
- Website: crossroadsadventure.earth
- Description: A thrilling adventure-based platform providing engaging travel content and an interactive user experience with live updates and features.

Final Year Project - SaveLife

- Frontend: HTML5, CSS3, JavaScript, Bootstrap 4, Ajax, jQuery
- Backend: Core PHP, MySQL
- Developed a life-saving platform focused on providing critical health-related information and resources to users in need.

Project - Zeelsh House

- Frontend: HTML5, CSS3, JavaScript, Bootstrap 4, Ajax, jQuery
- Backend: PHP Laravel, MySQL
- Designed and developed a dynamic e-commerce website for a house decor business with a focus on user experience and seamless transactions.

Project - Coffee Shop

- Frontend: HTML5, CSS3, JavaScript
- Backend: Python, MySQL
- Created an interactive and visually appealing website for a coffee shop, enabling customers to view menus, order online, and interact with promotions.

Additional Projects

- Developed and enhanced multiple company-based projects, adding robust features, improving website functionality, and creating user-friendly interfaces to meet client needs.

SKILLS

Programming Languages:

- Python
- PHP

Frameworks & Technologies:

- Django (MVT, MVC, ORM)
- Laravel

Content Management Systems:

- WordPress

Web Development:

- HTML5
- CSS3
- Bootstrap 4
- JavaScript
- jQuery
- Ajax

Database Management:

- MySQL

Domain & Hosting Management:

- Deployment
- cPanel
- Domain Configuration & Management (GoDaddy)

Testing Tools:

- Postman
- Selenium
- JUnit

Cloud Computing:

- Microsoft Azure
- CloudFlare

Version Control & Scripting:

- Github
- Git
- SourceTree
- PowerShell
- Shell

- SQLite
- Firebase

Design Skills:

- Canva
- Adobe Illustrator
- Adobe InDesign
- Figma

SEO:

- On-Page SEO
- Off-Page SEO
- Internal Linking
- URL Optimization
- Guest Posting
- Backlinks
- Looker Studio
- Google Analytics
- Google Search Console

Continuous Integration & Deployment (CI/CD):

- Jenkins
- CI & CD

Data Management:

- Microsoft Word
- Excel
- Google Sheets

Data Analyst:

- Excel
- Basic SQL
- Power BI
- Basic Statistics
- Google Sheets
- Data Cleaning

WORK SKILLS

- As a Web Manager, oversee all aspects of website operations, including coding, cPanel administration, domain configuration, hosting via GoDaddy, email management, troubleshooting, security updates, and performance optimization.
- Website management expertise, including SEO optimization, content updates, feature development, and website audits.
- Versatile IT Leader & Trainer with expertise in Full Stack Development, DevOps, and Quality Assurance.
- Proficient in Python (Django - MVT, MVC, ORM) and PHP, with a strong foundation in Object-Oriented Programming.
- Experienced in Microsoft Azure for cloud deployment and Git & SourceTree for version control.
- Skilled in PowerShell & Shell scripting, with hands-on expertise in CI/CD automation using Jenkins and backend services with Firebase.
- Strong software quality assurance (SQA) background, utilizing Postman, Selenium, and JUnit for testing and process optimization.
- Expertise in front-end technologies: HTML5, CSS3, Bootstrap 4, JavaScript, jQuery, and Ajax.
- Proficient in database management using MySQL and SQLite, with experience in WordPress (CMS) development.
- UI/UX design proficiency, ensuring engaging user experiences with Figma.
- Experience in video/image editing, promotional content creation, and marketing campaign support using Canva, Adobe Illustrator, and Adobe InDesign.
- Skilled in data entry and management, using MS Word, Excel, and Google Sheets with high accuracy and efficiency.
- Strong background in customer engagement and sales, excelling in client relationship management and product promotion.
- Proven problem-solving and troubleshooting skills, facilitating smooth collaboration between technical and non-technical teams.
- Passionate about continuous learning, innovation, and delivering user-centric solutions that exceed expectations.
- Proficient in data analysis and visualization using Excel, Power BI, Google Sheets, and basic SQL; skilled in data cleaning, basic statistics, and transforming raw data into actionable insights to support business decisions.

ACHIEVEMENTS & CERTIFICATIONS

Certifications by UNICEF, UNDP, UN, EU, The World Bank:

- Post Disaster Needs Assessment (PDNA) - Modules by UNICEF and UNDP
- PDNA Application in Selected Sectors by UNICEF and UNDP
- It's not just business: AI risks, rewards and responsibilities by The Alan Turing Institute
- Post Disaster Needs Assessment – Context Analysis, Identification and Costing of Disaster Effects by UN, EU, The World Bank, GFDRR
- Post Disaster Needs Assessment – Disaster Impact Analysis, Recovery Needs & Strategy Formulation by UN, EU, The World Bank, GFDRR
- Introduction to Search Engine Optimization by UNICEF
- Introduction to PDNA by UN, EU, The World Bank, GFDRR

Soft Skills & Other Training:

- The British Council Mandatory Training: Child Protection Awareness
- The British Council Mandatory Training: Exam Invigilation
- The British Council Mandatory Training: School Exam Invigilation
- RSE Riphah International University (Soft Skills/Personal Development)
- HEC Volleyball RIU District Football Association (Extracurricular Achievement)

Digital Marketing:

- Coursera Google Digital Marketing & E-commerce Professional Certificate
- Coursera Foundations of Digital Marketing and E-commerce

Development:

- Object-Oriented Programming
- Python Django Advanced
- Data Structures and Algorithms
- HTML5, CSS3, & JavaScript for Web Developers
- Coursera Front-End Development: Bootstrap 4
- Coursera Visual Elements of User Interface Design
- Coursera Project Management: Creating the WBS
- Coursera JavaScript Basics
- Coursera Google AI Essentials
- Coursera Crash Course on Python

Testing and DevOps:

- Coursera Linux: I/O Redirection for DevOps
- Coursera Linux: Introduction to Shell Scripting for DevOps
- Coursera Technical Support Fundamentals

IT Security and System Administration:

- Coursera IT Security: Defense against the Digital Dark Arts
- Coursera System Administration and IT Infrastructure Services
- Coursera Operating Systems and You: Becoming a Power User
- Coursera The Bits and Bytes of Computer Networking
- Coursera Technical Support Fundamentals
- Coursera Automating Real-World Tasks with Python
- Coursera Configuration Management and the Cloud
- Coursera Troubleshooting and Debugging Techniques
- Coursera Introduction to Git and GitHub
- Coursera Using Python to Interact with the Operating System