

MUHAMMAD USMAN TAHIR



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Lahore.
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OBJECTIVE

To obtain a position in a quality conscious organization and to become part of a highly motivated and dynamic team of professionals with a result oriented and forward looking approach.

QUALIFICATION

| Serial No. | Degree | Year of Passing | Board/ University |
|------------|------------------------------------|-----------------|---|
| 1 | Master's in Information Technology | 2013 | University of Education |
| | Bachelor in Commerce (I.T) | 2010 | University of the Punjab |
| 2 | Intermediate in Pre-Engineering | 2008 | BISE Lahore |
| 3 | Matriculation in Science | 2006 | BISE Lahore |
| 4 | Diploma in Computer Science | 2011 | Icon College of Commerce, Mansoorah, Lahore |

TECHNICAL SKILL SET

| Serial No. | Technical Skill Set | Expertise in Tools |
|------------|-----------------------|-----------------------------------|
| 1 | Programming Languages | HTML, CSS (Front End) + SEO |
| 3 | Web Technologies | Web Services, CSS, |
| 4 | Tools | Sublime Text , Notepad ++ |
| 5 | Operating Systems | Windows XP, Windows 7, 8, 10 |
| 6 | MS-Office | Word, Excel, Power Point, Outlook |

EXPERIENCE

Working as “Digital Marketing Specialist” in Tech Trade, Lahore since April 2019 to March 2020:

Tech Trade located in Faisal Town, Lahore is a distribution company that deals in phone accessories and groceries item. Tech Trade is established from last 6 years in Pakistan and working very well. For more information visit: <http://www.grocerz.pk/>

Main Job Responsibilities

- Conducting on-site and off-site analysis of your clients' SEO competitors.
- Using programs such as Google Analytics to compile regular performance reports.
- Assisting the content team in the creation of high quality, informative SEO content.
- The creation of on-site and off-site SEO strategies for clients in various industries.
- Occasionally contributing to the company blog.
- Carrying out detailed keyword research according to the latest keyword strategies.
- Keeping up to date with the most recent developments in Search Engine Marketing (SEM).
- Paying particular attention to any significant Google algorithmic changes

Working as “SEO Executive” in Hash Enterprises since July 2018 to March 2020:

Hash Enterprises located in DHA Lahore is a software house that deals in SEO services as well as website development. Hash Enterprises is established from last 4 years in Pakistan and working very well. For more information visit: <http://www.hashdigitalmarketing.com/>

Main Job Responsibilities

- Conducting on-site and off-site analysis of your clients' SEO competitors.
- Using programs such as Google Analytics to compile regular performance reports.
- Assisting the content team in the creation of high quality, informative SEO content.
- The creation of on-site and off-site SEO strategies for clients in various industries.
- Occasionally contributing to the company blog.
- Carrying out detailed keyword research according to the latest keyword strategies.
- Keeping up to date with the most recent developments in Search Engine Marketing (SEM).
- Paying particular attention to any significant Google algorithmic changes

Working as “MIS Administrator” in Local Councils Association of the Punjab since September 2016 to July 2018:

LCAP is non-government, non-partisan and not for profit organization and registered as an Association under the Societies Act XXI of 1860 on May 21, 2007 with registration no RS/KD/07/226/567. The mission of LCAP is to promote and enhance effective co-ordination and a unified approach among all tiers of Local Governments to resolve common issues and develop participatory governance for the well-being of citizen.

Main Job Responsibilities

- Keeping the MIS System of Local Councils Association of the Punjab Updated Using the link <https://www.lcap-dlc.com> .
- To collect data and details of problem identified by the respective member of the mis system and send to the donor and also to the relevant departments.
- To process problem's related data into the Union Councils Representative Record System from Source documents and make a progressive report in Word, Excel and also generate the results from the MIS System.
- To monitor, maintain and report on the MIS Management System.
- To assist with the preparation of information for audit. To provide training to managers and staff in order to resolve any issues regarding the MIS System of the Organization.
- To participate in the data reconciliation exercises.
- To carry out data quality checks, verifying the accuracy of information and resolving errors as required.
- To maintain the integrity of all data in line with Data Protection requirements at all times.
- To manage and monitor workload and report against targets to the MIS Manager.
- Develop and maintain MIS operational procedures and system standards.
- Prepare MIS operational and developmental reports, on monthly basis, for stakeholders.
- Coordinate, conduct, schedule and record MIS team meetings.
- Assist in coordinating, planning, facilitating and communicating project milestones and activities for major MIS projects.
- Monitor and track project progress against goals, objectives, timelines, and budgets.
- Develop and generate project status reports to management.
- Maintain MIS tools and weekly MIS reports.
- Provide network support and maintenance to install, troubleshoot and repair network systems.
- Provide software/hardware application training for users.
- Install, upgrade and configure software/hardware applications.
- Maintain virus and spam protection for system security.
- Perform regular security monitoring to identify any possible intrusions.

Worked as “Accounts Assistant “in Heco Motors (Pvt) Ltd. Lahore from November 2010 to January 2013:

With the help of Almighty Allah in 1964 HECO industries started its operation with the manufacturing of Electrical Induction Motors, from household to industrial usage.

Because of the rigorous hard work of the management & dedicated staff HECO flourished day & night. In early 80s HECO started its pumps manufacturing unit and introduced high quality Cooler Pumps, Ejector Pumps and Reciprocating Pumps (Dunky Pumps).

Main Job Responsibilities

- Processes payments and documents such as invoices, journal vouchers, employee reimbursements, and statements.
- Calculates rates paid for purchases and all price extensions.
- Verifies items billed against items ordered and received and reconciles differences through follow-up with the vendor and/or other employees.
- Enters, updates, and/or retrieves accounting data from automated systems.

- Posts financial data to appropriate accounts in an automated accounting system, according to instructions.
- Reviews on-line transactions for changes and accuracy and corrects errors.
- Retrieves system reports.
- Assigns codes to data.
- Disburses funds using manual/local warrants or petty cash and makes change according to specific instructions.
- Endorses warrants or money orders, prepares account deposit ticket, and deposits money as directed.
- Files and/or removes records and reports.
- Operates standard office equipment.
- Performs related work as assigned

Additional Job Responsibilities

- Designs, prepares, and maintains spreadsheets using basic mathematical calculations.
- Reviews new procedures, manuals, and system enhancements and suggests revisions.
- Composes routine letters and reports using instructions or guidelines of the work area.
- Inventories office supplies and equipment; prepares and submits orders for purchase.
- Explains appropriate work instructions to other employees.
- Interprets and applies instructions and guidelines to resolve work problems

Worked as “Internee (Cash Department)” in National Bank of Pakistan, Lahore from August 2010 to September 2010

National Bank of Pakistan is one of the Leading Bank for Partnering in Financial Growth through Innovation and Service Established in 1949. It has more than 500 plus branches in Nationwide.

To Be A Catalyst For Economic Growth, Serving the Nation Through Diversified Product Offering, Innovation, Superior Service Quality, Universal Banking Capabilities, Multiple Delivery Channels, Investment in People And Processes and Work Towards Sustainable Higher Returns for Stake Holders

Core Values

People - We will continue to Value Our People and Weill Reward Performance

Service - Our Main Focus will be on Providing Superior Service Quality through Diversification and Development

Integrity - We Will Not Compromise on Integrity - Zero Tolerance for Corruption and Believe in Doing the Right Thing

Respect - We Respect Our Customers’ Needs, Beliefs and Values, Working Towards their Benefit

Excellence - We Will Continue to Strive for Excellence in All That We Do

Main Job Responsibilities

- To deliver training about election process and their duties for free and fair election to presiding officers, assistant to the bank staff.
- Provides account services to customers by receiving deposits and loan payments; cashing checks; issuing savings withdrawals; recording night and mail deposits; selling cashier's checks, traveler's checks, and series e bonds; answering questions in person or on telephone; referring to other bank services.
- Records transactions by logging cashier's checks, traveler's checks, and other special services; preparing currency transaction reports.
- Cross-sells bank products by answering inquiries; informing customers of new services and product promotions; ascertaining customers' needs; directing customers to a branch representative.
- Completes special requests by closing accounts; taking orders for checks; opening and closing and vacation clubs; exchanging foreign currencies; providing special statements, copies, and referrals; completing safe-deposit box procedures.
- Reconciles cash drawer by proving cash transactions; counting and packaging currency and coins; reconciling loan coupons and other transactions; turning in excess cash and mutilated currency to head teller; maintaining supply of cash and currency.
- Complies with bank operations and security procedures by participating in all dual-control functions; maintaining customer traffic surveys; auditing other tellers' currency; assisting in certification of proof.
- Maintains customer confidence and protects bank operations by keeping information confidential.
- Contributes to team effort by accomplishing related results as needed

TRAINING WORKSHOPS

- Attended 02 days Experience Learning Seminar on Digital Local Councils Conducted by USAID and Local Councils Association of the Punjab in District Vehar.
- Assisted in Training of Local Representative of Punjab in 7 District i.e. Sahiwal, Pakpattan, Lodhran, Khanewal, Vehari, Okara and Multan conducted by Local Councils Association of the Punjab, Lahore.

CERTIFICATION

- 3 Months Certificate of Participation in “Freelancing Course” Organized by Digiskills.pk and Ministry of Information Technology & Telecom, Government of Pakistan from August 2018- October 2018.
- 3 Months Certificate of Participation in “WordPress Course” Organized by Digiskills.pk and Ministry of Information Technology & Telecom, Government of Pakistan.

DEVELOPED ABILITIES

- I am a team player having ability to move and guide the team to right direction;
- I have ability to quickly adapt myself with the working environment of a new and large organization.

PROJECT’S WORKED DEVELOPMENT

- Worked on different website of the company including MIS Software and Word Press
- Grocery Website (<https://www.grocerz.pk/>)
- Grocery Website (<https://www.mickey.pk/>)
- Kids Store Website (<https://kidsstoretoday.com/>)
- Digital Local Councils Joint Venture of LCAP and USAID (<https://www.lcap-dlc.com>)
- Local Councils Association of the Punjab official Website (<https://www.lcap.org.pk>)

PROJECT’S WORKED SEO

- Worked on different company’s website including MIS Software and Word Press
- BBAMNA Website <https://www.bbamna.com/>
 - Keywords of this website are ranking on 1st Position (ranking on google 1st page)
- Gutchsin Killer Website <https://gutchsinkiller.de/>
 - Keywords of this website are ranking on 1st Position (ranking on google 1st page)

PERSONAL INFORMATION

Father Name: Muhammad Ramzan Tahir
NIC No: 35202-7414686-5
Province: Punjab
Religion: Islam
Gender: Male
Marital Status: Single
Nationality: Pakistani

REFERENCE

- Can be furnished on demand