

Akif Sarfaraz

Manager Operations

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OBJECTIVE

Manager Operations with 8+ years of experience, seeking a challenging role, where my existing skills and qualifications will add value from the outset, whilst I continue to further develop my skills and knowledge

Education

MS Computer Science, Continue.

BS Computer Science, Feb 2015

TECHNICAL SKILLS

- Digital Media Marketing
- Social Media Marketing
- Search Engine Optimization
- WordPress Development
- Graphic Designing
- Video Editing
- HRM & Operations Module Controller
- Systematic Data Analysis
- Data Presentation
- MS Office

Experience:

Smart Technology House

Manager Operations, Mar 2021 – Present

- Optimize operational efficiency and productivity.
- Oversee and coordinate software development and delivery processes.
- Ensure timely completion of tasks.
- Collaborate with cross-functional teams, including software development, product management, and project management, to define quality standards
- Quality assurance strategies, including test plans, test cases, and test methodologies.
- Conduct regular reviews of software requirements, specifications, and technical design documents
- Allocate suitable resources effectively to support project requirements.
- Supervise and mentor software development teams.
- Time to time meeting with the employees in order to maintain the efficiency and timely delivery of the product/services

Major Projects:

➤ **Development and implementation of ERP for Afro-Asian Institute:**

Modules: Admissions, Students, Teachers, Accounts, Finance, HR and Supply Chain.

➤ **Digital Marketing Services to SCORP:**

- Lead the team to provide social media marketing services.
- Lead the team to provide leads and potential customers to SCORP.
- Plan and execute social media campaigns keeping the audience and customs in mind.
- Plan and execute social media campaigns in more than 10 countries of the world.
- Keywords planning and score analysis from Google Keywords planner.
- Running paid advertising campaigns on search engines like Google through platforms like Google Ads.
- Utilizing social media platforms (such as Facebook, Twitter, LinkedIn, and Instagram) to promote brand, engage with the audience, and drive website traffic.

The University of Lahore.

Manager Academics, June 2019 – March 2021

- Training of faculty and students for online education (SLATE/Moodle, Zoom).
- Student Support
- Staff support
- IT support
- Events organizing.
- Public dealing

Nelico Cargo Services-Dubai

Admin Manager/IT Assistant (Nov 2015-13 May 2017)

- Desktop Support
- Client Dealing
- Routers and switches handling
- Assisting Company to facilitate other business operations

Reference:

Will be furnished upon request

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