

Contact

+923332759526 (Mobile)
haseebleoo@gmail.com

www.linkedin.com/in/m-haseeb-sa@-popm@-csm@-24398716
(LinkedIn)
www.mrhaseeb.com (Portfolio)

Top Skills

Leadership & Strategy

FinTech

Digital Transformation

Certifications

Advanced Google Analytics

Google Analytics for Power Users

Fundamentals of HIPAA Law and Its Privacy Rules

Advanced Google Analytics

Honors-Awards

Customer Centricity

MS Project Management

Google Analytics for Beginners

Advanced Google Analytics

Google Analytics for Power Users

M.Haseeb - SA®, POPM®, CSM®

Chief Technology Office | Strategic Leadership | E-Commerce, Fintech (Payments, Nano Lending) | Scaling Digital Products | Startup Advisor

Pakistan

Summary

Greetings! I am M. Haseeb, a seasoned professional in the realms of digital products, e-commerce, entrepreneurship, and artificial intelligence. With a diverse skill set encompassing project management (PMP certified), Scrum (SA®#), and Product Ownership (POPM®#), I am dedicated to navigating the dynamic landscape of the digital world.

- Key Areas of Expertise:

Digital Products: Spearheading innovative digital initiatives that redefine user experiences and drive business growth.

E-Commerce: As a Senior Manager at a leading E-Commerce marketplace project in Pakistan, I play a pivotal role in shaping the future of online commerce.

Entrepreneurship: Fostering a spirit of entrepreneurship, I am committed to exploring and capitalizing on emerging opportunities in the digital space.

AI (Artificial Intelligence): Leveraging AI to optimize processes, enhance decision-making, and deliver cutting-edge solutions

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- Professional Certifications:

Project Management Professional (PMP): A certified project management expert, ensuring projects are delivered on time and within scope.

SA®# (Scrum Alliance): Proficient in Scrum practices, facilitating agility and collaboration in project development.

POPM®# (Professional Scrum Product Owner): Mastering the art of product ownership, aligning business objectives with product development.

Experience

Eplanet Global
Chief Technology Officer
February 2025 - Present (4 months)

HBL - Habib Bank Limited
Product Owner
March 2022 - February 2025 (3 years)
Karāchi, Sindh, Pakistan

- Spearhead the development and management of ecommerce projects at HBL, overseeing the entire development team.
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- Drive development timelines and ensure timely delivery of projects, maintaining a focus on quality and robustness.
- Lead, mentor, and develop a high-performance team of engineers, fostering a culture of innovation and excellence.
- Collaborate with technical leadership during the design and development phases to ensure alignment with project goals and objectives.
- Provide regular updates on project progress to project teams and stakeholders, facilitating effective communication and decision-making.
- Define project scope, manage IT resources, budget, constraints, risks, issues, and dependencies, and develop plans to address or mitigate them.
- Utilize Design Thinking principles to facilitate user-centric design and development processes, ensuring solutions meet user needs and expectations

Alkaram Studio
Senior Product Development Manager
January 2021 - March 2022 (1 year 3 months)

- Successfully managed and maintained the Alkaram Studio website, ensuring a smooth user experience for customers, resulting in increased sales and customer satisfaction.
- Developed and implemented effective ecommerce sales strategies, resulting in increased sales volumes and revenue growth.
- Collaborated closely with the Merchandizing and Planning team to optimize stock allocation and planning, resulting in improved inventory management and reduced stockouts.

- Utilized web analytics to monitor ecommerce performance and identify areas for improvement, resulting in data-driven decision-making and continuous optimization of the website.
- Effectively managed end-to-end e-commerce operations, leading a team of professionals to drive cross-functional collaboration and achieve organizational goals.

Khaadi SMC Pvt. Ltd.

Senior Manager Ecommerce

February 2020 - February 2021 (1 year 1 month)

Karachi, Pakistan

- Successfully managed the Khaadi multi-store website with over 14K concurrent users, ensuring smooth functionality and a positive user experience.
- Developed and implemented an effective e-commerce sales strategy, including forecasting sales volumes, managing sales processes, and achieving sales goals.
- Coordinated with the warehouse team to ensure timely dispatches of orders on a daily basis, resulting in improved customer satisfaction.
- Prepared weekly performance reports and strategic promotional planning, providing analytical support to the brand as needed.
- Implemented effective web analytics to monitor e-commerce performance and communicated relevant information to team members, executive leadership, and cross-functional partners.
- Optimized the user experience of the website, including site navigation, content development, checkout funnel, and promotional campaigns, resulting in increased website traffic and sales.

Alkaram Studio

Senior Product Manager (E-Commerce)

February 2018 - February 2020 (2 years 1 month)

karachi

- Increased website traffic by 60% through successful implementation of SEO strategies and partnerships with affiliates.
- Increased online sales by 40% by optimizing website performance and implementing new features such as order tracking and WhatsApp ordering.
- Successfully managed the website re-platforming project, resulting in a more user-friendly and mobile-responsive website.

- Led the development of a content calendar and oversaw website uploads and landing pages development, resulting in improved user engagement and conversion rates.
- Received positive feedback from customers regarding website usability and overall user experience.

Goto.com.pk

Head of Product Development

February 2016 - February 2018 (2 years 1 month)

- Successfully creating a competitive marketplace to rival established players such as Daraz and Yayvo
- Leading end-to-end operations of the ecommerce store, including customer service, warehouse operations, and ecommerce analytics
- Implementing effective SEO and SEM strategies to drive traffic and increase sales
- Overseeing integrations, including seller center, to ensure a smooth customer experience
- Collaborating with the development team to improve website UI/UX and implement innovative features to enhance the customer experience
- Using data-driven insights to make informed decisions and improve sales performance
- Achieving or exceeding sales targets by developing brand-wise strategies and implementing them effectively.

ePlanet Communications Inc

Technical Team Lead

February 2016 - January 2018 (2 years)

Pakistan

- Successfully conceptualized and architected software projects, implementing selected areas directly & overseeing the development of other areas by team members
- Effectively communicated with marketing heads to understand their requirements and identifying appropriate technologies for projects
- Defined project scope and estimated development schedules
- Reviewed applications for quality, performance, and usability
- Maintained and implemented coding, design, quality, and project management standards
- Mentored other engineers to grow to similar levels of expertise and effectiveness

- Developed and maintained written architecture specifications and standards for all system and their database environments
- Successfully led and chaired the scrum meeting
- Ensured timely completion of deliverables to satisfy project requirements, cost, and schedule
- Received positive feedback from upper management and product committee for task accomplishment and effective issue management

Freelance

Freelance PHP Developer

August 2012 - January 2018 (5 years 6 months)

Karachi Pakistan

SaleOye.PK

Founder

March 2013 - July 2017 (4 years 5 months)

SaleOye.PK is the only multi-brand fashion store in Pakistan where you can found sale products of some of the top Pakistani Brands. This is the platform where you can find leading brands of Pakistan from Khaadi to Gul Ahmed, Edenrobe, Limelight, Bareeze, Nishat, Maria B, Junaid Jamshed, HSY, Bonanza, etc.

Folio3 Software

Senior Software Engineer

November 2014 - January 2016 (1 year 3 months)

- Worked on multiple projects with different technology stacks and databases, showcasing your versatility and adaptability
- Contributed to the development of various websites, applications, and backend interfaces, including a corporate hiring website, a social media platform, and a corporate website for a large organization
- Utilized various programming languages and frameworks such as MERN, PHP, JavaScript, ReactJS, AngularJS, Drupal, and NodeJS
- Gained experience in developing mobile applications and building backend systems using PHP frameworks
- Demonstrated your ability to work on large-scale projects and handle complex development tasks

Projects are

- Cerius (corporate hiring website)
- Vizdum (consolidated social media platform)

- PPL (Pakistan Petroleum Limited Corporate Website)
- Colgate Palmolive App and Backend (built with Android and PHP framework)

Right Solution's.net

Senior Software Engineer

January 2012 - July 2014 (2 years 7 months)

- Successfully explored different modules using Symfony 1.2 and Symfony 2
- Created various product websites including desigmantic.com, logoguru, and social don
- Designed and developed dynamic websites like Wix
- Implemented online logo creation using the Fabric JS library, allowing customers to create and print logos on various items
- Developed a website for social media management, allowing users to access and manage multiple platforms from a single website
- Designed and developed all websites to be responsive and adaptive in design.

LiveStreamTV.PK

Founder

October 2012 - December 2013 (1 year 3 months)

Pakistan

Kalsoft

Software Engineer

December 2010 - January 2012 (1 year 2 months)

- Successfully integrated Google Maps and social network features into multiple large-scale projects.
- Implemented various caching techniques (database, page, caching, browser caching, etc.) to optimize application performance and reduce page load times.
- Used PHP, JavaScript, and frameworks like Yii and CodeIgniter to develop custom applications.
- Developed modules for a multi-school management system using Drupal, including utilizing Form API and the ahah (ajax) module.

Softnology Systems (Pvt) Ltd.

Software Engineer

January 2010 - December 2010 (1 year)

- Explored different Drupal modules including Form API and ahah (ajax module).

- Created multiple modules for Multi-School Management System using PHP, AJAX, and JavaScript.
- Developed various applications using PHP, JavaScript, Yii, and CodeIgniter frameworks.

Teleware Technologies

Web Developer

February 2009 - December 2009 (11 months)

Worked on B2C eCommerce sites which have high traffic. Created different modules for that site.

Also worked with different Content Management System Tools i.e Wordpress, Joomla, PHPBB, vBulletin, Frameworks (Cakephp).

Education

Mehran University of Engineering and Technology

BE, Computer System Engineering · (2005 - 2009)