



ABOUZAR IJAZ

SOFTWARE ENGINEER

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SOCIAL MEDIA

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PROFESSIONAL SKILLS

Front-End Development

- HTML5, CSS3, Bootstrap 5, Tailwind CSS
- JavaScript, React JS
- Responsive & Cross-Browser Design
- REST API Integration
- Version Control (GitHub)
- Deployment (Netlify, Vercel)

Email Marketing & Automation

- Brevo, GoHighLevel, Klaviyo, OptiMonk
- Campaigns, workflows, segments, signup forms and popups

E-Commerce & Virtual Assistance

- Shopify Store Management
- WordPress Website Handling
- Product Listing & Management
- Order Processing & SKU Management
- Customer Support Coordination

Administrative & Documentation

- Administrative Task Handling
- Official Documentation & Record Keeping
- Data Entry & Data Management
- Report Preparation & File Organization

Office Tools

- MS Excel (data entry, reports, formatting, basic formulas)
- MS Word (official letters, proposals, documentation)

About Me

I'm a skilled Front-End Developer with expertise in HTML, CSS, JavaScript, and React JS, focused on building responsive and user-friendly web interfaces. I also bring experience as a Virtual Assistant, managing e-commerce operations on Shopify and WordPress, along with handling administrative tasks, official documentation, and data handling using MS Excel and MS Word. I'm passionate about continuous learning and contributing to growth-driven teams.

Education Background

Comsats University Islamabad, Vehari Campus

BS. Software Engineering (Completed in 2023)

Aspire Group of College, Vehari Campus

FSC-Pre Engineering (Completed in 2019)

Divisional Public School Vehari

Matric (Completed in 2017)

Projects

- **Damas Diamond Jewelry Store**
Technologies: MERN Stack (MongoDB, Express, React, Node.js)
- **eComet Portfolio**
Technologies: Next.js & EmailJS
- **Live Laugh Languages**
Technologies: React, Tailwind CSS, Node.js, Laravel, PHP, MySQL
- **Alfa Enterprises Portfolio**
Technologies: Bootstrap 5 & EmailJS
- **Klaviyo Project**
Technologies: Klaviyo, Shopify, Email Marketing Automation
- **Sonny Pulse Portfolio**
Technologies: React with Tailwind CSS Portfolio
- **eCommerce Site Handling**
Technologies: Shopify, WordPress
- **Winning Dispatch Services Portfolio**
Technologies: React with Tailwind CSS
- **Mohsin Anwar Portfolio**
Technologies: Bootstrap 5

SOFT SKILLS

- Effective Communication
- Time Management
- Attention to Detail
- Team Collaboration
- Problem-Solving
- Adaptability
- Organizational Skills

TOOLS

Front-End & Design:

- Figma
- Adobe XD
- Git
- GitHub
- Bootstrap 5
- Tailwind CSS

E-Commerce & CMS:

- Shopify
- WordPress
- WooCommerce (Product Listing, Store Management)

Email Marketing & Automation:

- Brevo
- GoHighLevel
- Klaviyo
- OptiMonk

Productivity & Administration:

- Microsoft Word
- Excel
- PowerPoint
- Google Docs
- Google Sheets
- Email Management
- Calendar Scheduling

Project Management:

- Trello
- Asana

REFERENCES

Available upon request.

Work Experience

Email Marketing & Automation Specialist (6 Months)

EmailMarketer

Brevo – Email Marketing & Automation

- Create email campaigns and automated workflows.
- Manage contact lists, segments, and signup forms.
- Review email deliverability and campaign performance.

GoHighLevel – Websites, Funnels & Automation

- Build and update websites, landing pages, and sales funnels.
- Set up automated follow-ups and workflows.

OptiMonk – Website Popups

- Create and update website popups and promotional offers.

Front-End Developer (3 Years)

eComet-Technologies

- Utilized JavaScript and React.js to enhance website functionality, driving better user interaction and engagement.
- Conducted thorough cross-browser compatibility and mobile responsiveness testing, ensuring seamless user experience across diverse platforms and devices.
- Implemented best practices in web development to ensure clean, maintainable, and scalable code.

E-commerce Operations Manager (3 Years)

eComet-Technologies

- Supervised order processing, product listings, label generation, and SKU management, ensuring smooth day-to-day operations.
- Carefully reviewed shipping addresses to ensure accuracy and timely deliveries, contributing to improved customer satisfaction.
- Generated packing slips for orders, optimizing workflows and operational efficiency.

Klaviyo Email Marketing Integration Specialist (1 Year)

eComet-Technologies

- Spearheaded the integration of Klaviyo with Shopify, setting up automated email marketing flows to enhance customer engagement and drive conversions.
- Designed and implemented signup forms and newsletter popups on the website to grow the email subscriber list and improve communication with customers.
- Created personalized email flows for customer lifecycle stages, including welcome emails, abandoned cart reminders, and promotional campaigns, resulting in increased customer retention and sales.
- Integrated a footer discount system in the website design to incentivize new sign-ups and promote offers through targeted email campaigns.
- Collaborated with cross-functional teams to ensure the email design aligned with brand guidelines and website aesthetics, maintaining a consistent user experience.
- Monitored and analyzed email campaign performance, using A/B testing and analytics to refine strategies and improve open rates, click-through rates, and conversions.

Work Experience (continued)

Tender Documentation & Data Support

Saad Construction & Engineering Services (SCES)

- Supported the preparation of technical and financial tender documents for construction and engineering projects.
- Assisted in compiling technical proposals, including company profiles, project methodology, scope of work, compliance documents, and supporting certificates.
- Prepared and managed financial tender data using Microsoft Excel, including BOQs, cost breakdowns, pricing sheets, and comparison statements.
- Formatted and organized professional Word documents in line with tender requirements and submission guidelines.
- Conducted tender-related research to review eligibility criteria, submission instructions, and required documentation from official portals and client sources.
- Maintained structured tender tracking sheets for deadlines, document status, and submission records.
- Verified, cleaned, and cross-checked technical and financial data to ensure accuracy, completeness, and compliance.
- Organized digital folders and documentation workflows to support timely and error-free submissions.

Research-Based Project

Software House CEO/Founder Contact Database:

- Conducted extensive research to identify and compile a database of CEO/founder names, contact numbers (if available), and email addresses for software houses, along with their respective locations.
- Applied web research skills to locate and verify these contact details.
- Facilitated business development and networking opportunities by providing a comprehensive database of software house leaders' contact information.

Universities Data Collection (USA):

- Gathered comprehensive information on universities in the United States, including academic programs, faculty, and campus facilities.
- Employed data cleaning and organization techniques to ensure accuracy.

Motorcycle Store Data Collection:

- Compiled valuable data from various motorcycle stores, including store names, addresses, states, phone numbers, product offerings, and pricing.
- Utilized web scraping tools and data extraction methods to streamline data collection.
- Contributed to market analysis and competitive research for the motorcycle retail sector, while also providing crucial information such as found store names, addresses, states, and contact numbers.