

# MOHAMED YASIEF

IT Administrator ♦ Software Engineer

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## PROFESSIONAL SUMMARY

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Results-driven IT Administrator with expertise in ERP systems, website management, system administration, and digital marketing platforms. Adept at optimizing processes and implementing technology solutions to enhance operational efficiency and support business growth. Excels in problem-solving, communication, and time management, ensuring the seamless operation of IT infrastructures.

## SKILLS

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Programming Languages	Python, JavaScript
Web Development	Django, HTML, CSS
Database Management	SQL Server Management Studio, SQL Server Profiler
Data Analysis	Statistical Data Analysis, Data Analysis Tools
Cloud Services	AWS
Version Control	Git
ERP Systems	Odoo, QuickBill, Zoho
Accounting & Finance	PagarBook, Tally
Creative Tools	Adobe Photoshop, Illustrator, After Effects, Premiere
Productivity Suites	Microsoft Word, Excel, PowerPoint, Outlook
CRM Systems	Reelo, Bill Free Labs
Project Management Tools	Zigjo
Collaboration Tools	Microsoft Teams, Zoom, Google Meet
Web Hosting & Management	Hostinger, cPanel

## CERTIFICATIONS

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- Junior Python Developer Certification
- Digital Media and Office Tools Certification

## EXPERIENCE

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<b>IT ADMINISTRATOR</b> THE MUFFIN HOUSE/YUMM BITES/MFOODS	Feb 2021 – March 2025 <i>Kerala, Bangalore, India</i>
<ul style="list-style-type: none"><li>• <b>System Administration:</b> Managed IT infrastructure (servers, networks, hardware) across Kerala and Bangalore, ensuring high performance and uptime.</li><li>• <b>Network Security:</b> Implemented and monitored security protocols to protect data and systems from cyber threats.</li><li>• <b>Technical Support:</b> Provided 1st and 2nd level support, resolving hardware, software, and network issues.</li><li>• <b>IT Projects &amp; Integration:</b> Led system upgrades and ERP integration with minimal disruption.</li><li>• <b>User Training:</b> Trained employees on new systems and software to enhance proficiency.</li><li>• <b>Documentation:</b> Maintained detailed IT process and configuration records.</li></ul>	

- **Backup and Recovery:** Managed data backup and disaster recovery plans for business continuity.
- **Vendor Management:** Coordinated with vendors for IT equipment and services within budget.
- **CCTV Surveillance:** Installed, configured, and maintained CCTV systems, ensuring coverage and security compliance

PROJECTS

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- **Spearheaded a comprehensive upgrade** of the company’s IT infrastructure, including the transition to integrated services, which improved scalability and reduced costs.
- **Analyzed and optimized network performance**, resulting in improved speed and reliability across all departments.
- **Led the deployment of advanced security measures**, including firewalls, antivirus software, and encryption protocols, significantly reducing the risk of cyber threats.
- **Managed the integration of a new ERP system**, collaborating with the finance and operations teams to ensure seamless data migration and system functionality.

EDUCATION

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<b>Bachelors of Technology in Mechanical Engineering</b> PRIST College of Engineering- Chennai, India	Graduation Date 2024
<b>Higher Secondary Schooling</b> , Kerala Board of Public Examination M.V.H.S.S ARUMANOOR-Kerala, India	Graduation Date 2015

LEADERSHIP

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- Led the overall IT, sales, and marketing operations at The Muffin House, YummBites, and Mfoods, ensuring seamless coordination and alignment across departments to achieve business objectives
- Worked closely with department heads in sales and marketing to identify technology-driven solutions that enhanced customer engagement, improved sales processes, and supported marketing campaigns.
- Directed the IT team in managing and optimizing the company’s technological infrastructure, aligning IT initiatives with the company’s broader goals.
- Provided strategic input on sales and marketing efforts, leveraging data analytics and CRM tools to target key customer segments, streamline processes, and drive revenue growth.
- Analysed business challenges and provided actionable solutions, leading to improvements in operational efficiency, cost reduction, and customer satisfaction.
- Identified and implemented process improvements across IT, sales, and marketing, resulting in increased productivity and better resource utilization.
- Mentored and guided team members across departments, fostering a collaborative work environment and encouraging professional growth.
- Championed innovation by integrating new technologies and methodologies that kept Mfoods competitive in the market, ensuring smooth change management practices were in place.

KEY ACHIEVEMENTS

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- Implemented a new CRM system that improved lead tracking and conversion rates by 20%, significantly boosting the company’s revenue.
- Played a key role in designing and executing digital marketing campaigns that increased online engagement by 35% and generated a significant uplift in brand awareness.
- Streamlined IT in a 15% increase in overall efficiency.
- Led system upgrades for 10+ locations, reducing downtime by 25%."
- Trained 50+ employees on ERP systems, improving adoption rates by 30%."
- Established regular cross-department meetings to ensure alignment between IT, sales, and marketing teams, leading to more cohesive strategies and better execution of company-wide initiatives.