

## Contact

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ahmarmahmood (LinkedIn)

## Top Skills

Windows 11  
Operating Systems  
Office 365

## Languages

Hindko (Professional Working)  
URDU  
English  
Pashto (Professional Working)

## Honors-Awards

Texpo Mentoring Talent

# Ahmar Mahmood

Tech Strategist | DevOps & Data Analyst | Automation Expert | CEO  
@ Senho  
Islamabad, Islāmābād, Pakistan

## Summary

Passionate about driving innovation and operational excellence through Data Analytics, AI Solutions, and Back Office Automation. Proven experience in Python, Power BI, CRM Integrations, Dataverse, Low-Code Development, Cloud Automation, Network Management, and Active Directory (AD) Management. Skilled in managing Call Center Operations from lead generation to sales analytics, optimizing workflows, and improving performance. Expertise in Service Desk Management, delivering impactful results with a strong focus on SLAs and continuous process improvement.

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## Experience

### Travel Resorts of America

8 years 8 months

#### Technical Solutions Architect

April 2022 - Present (3 years 6 months)

Managed website administration and design for all resort websites using WordPress.

Took on additional responsibility of managing the Front Line Marketing call center, alongside Member Services and Collections.

Developed low-code platforms and implemented CSP solutions for Member Services.

Led the introduction of ELT patterns, guiding developers to build a data warehouse with Databricks.

Created Power BI reports and established Data Marts, enhancing reporting efficiency for Business Analysts.

Took over helpdesk operations, introducing automation and AI techniques to streamline workflows.

Currently supporting management with a data-driven approach, leveraging analytics, trends, and AI insights for better decision-making.

Overseeing procurement and remote desktop management to optimize IT operations.

## System Analyst

October 2018 - April 2022 (3 years 7 months)

Managed call centers for Member Services and Collections, ensuring smooth operations and performance optimization.

Oversaw Microsoft Active Directory (AD), Azure, and AWS, managing infrastructure and security.

Handled network management for multiple resorts, maintaining stability and security.

Upgraded legacy systems to Unifi solutions, improving network performance and reliability.

Implemented intrusion detection and prevention using Meraki and Dell switches, enhancing cybersecurity measures.

## Back Office Automation Engineer

February 2017 - October 2018 (1 year 9 months)

Started my career as a QA Engineer along with a Back Office Automation Engineer, where I was responsible for gathering requirements, designing mockups and front-end interfaces, and coding automation solutions to streamline internal processes and enhance operational efficiency.

## Senho IT Solutions

Co-Founder

June 2017 - June 2025 (8 years 1 month)

Pakistan

## BEFARE

Database / Web Administrator

November 2014 - September 2016 (1 year 11 months)

Peshawar, Khyber Pakhtunkhwa, Pakistan

Responsible for database designing, analysis, coding, testing, implementation, debugging, and deployment, while ensuring SDLC adherence, coordinating with remote teams, gathering requirements, conducting meetings, and generating reports.

## APEX Consulting Pakistan

Database Designer

June 2013 - October 2014 (1 year 5 months)

Database Management – Overseeing data storage, organization, and security.  
Coordination with Field Staff – Ensuring seamless data collection and communication.

Collaboration with Coordinators and APEX Senior Officials – Aligning database operations with organizational goals.

Data Entry and Validation – Maintaining accuracy and integrity within the database.

Report Generation – Extracting and analyzing data for decision-making and insights.

Parexons

Web Developer

June 2012 - March 2013 (10 months)

Started my career in website development, focusing on designing, building, and maintaining web solutions.

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## Education

University of Peshawar

BS, Computer Science · (2008 - 2012)