Moeen Khurshid

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Objective

To work for a reputable Organization like LUMS, while utilizing my enhanced knowledge skillset to benefit my employer

Experience

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| HRCLOUD LTD, Brighton, England ([www.ahrcloud.com](http://www.ahrcloud.com) )  Director | 2010 – 2012 |

Started up my own HR job board company but had to close it down because of lack of funding.

* Analyzing business processes and outlining / implementing improvements.
* Developed my own job portal which works in a similar way like monster.com
* Designed KPI’s and reports for the CMS admin which work on the back end. These can be customizable according to the filters set in the control panel.
* Negotiated with clients and companies like Condenast UK.
* Collaborating and setting up our MySQL data cluster on SOFTLAYER cloud network, includes setting up CDN’s, SSL, VPN and other private networks. While testing site uptimes using pingdom and other network tools. Also setting up and managing our DNS provided by dyn.
* Working with Google Analytics team to run our advertising campaigns successfully and tracking the Keywords to see which one can give us best performance.
* Liaising with YouTube ad’s network to run our video adverts, while looking into region optimization.
* Working across with multiple Google enterprise support teams (including specialist teams) to manage our intranet on Google’s small business apps.

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| KAIR LTD, London, England  IT Consultant | 2008 – 2010 |

Worked in capacity of an IT consultant while working with business data to liaise with upper management and help them in making business decisions.

* Business Intelligence studio practices for EAI and EII technologies using SQL Server.
* XML data conversion between the sage and inputting and outputting data in and from Sage to web application using transpose.
* Manipulating the data marts to get analysis and forecasting for sales and prediction.
* Getting sales records from PARADOX and merging them with Access databases Via ODBC.
* Using BI tools like TALEND OPEN STUDIO for ETL and Reporting while integrating and generating T-MAPS and FUZZY LOGIC nodes.
* Vast knowledge of developing MACROS in VBSTO for Microsoft word. Dynamically loading data from databases into word table and their auto generation with querying.
* Developed an in house analytics system which generates reports based on the current sales forecast while linking it to Super Office CRM.
* Upgrading the reports and systems from paradox to Access / VBA to generate sales forecast for each day/month/year.
* Setting automated delivery of these reports according to the roles set in SSRS reporting system.
* Setting access level network permission for SSRS reporting server while ensuring backup of keys and credentials onto the report server.
* Monitoring report server activity to ensure that all the reports are delivered on time.
* Designing and Deploying report to Microsoft SQL Server 2008.
* Enabling Drill down and click through functionality in selected reports.
* Branding the reports according to the company’s policy. Making sure that branding appears on each and every page (where required).
* Using MDX queries to get rid of simple sql sub queries. This eases the usage of working with complex data.
* Also designed my own SSIS component’s later on when working on other projects.

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| British Telecommunication , England  OBIEE Consultant | Contractual |

This was a short term 2 months contract.

* Worked on a proof of concept for oracle 10g data warehouse while working jointly with Tata (India) to prove an in house report scheduling.
* This involved working across Oracle warehouse builder along with the OBIEE suite, while deploying reports across the network.
* Designing high level business models to stream line the productivity.
* Working with APEX.
* Implementing Oracle RAC for failover clustering and monitoring multiple nodes.

Educational Highlights

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| University Of Greenwich (England)  MSc in Data Warehousing & Data Mining with Distinction | 12/2008 |

Hajvery University (Lahore) 5/2005  
**BSc Computer Sciences**

Beacon House School System (Lahore) 2000  
**Matric**

Other Skills

* Designed and developed a memory caching system like Memcached, which is widely used by companies like Facebook.
* Designed my own mesh able version of search engine with a concept of 3d wall like cooloris, now Google’s YouTube uses that in their videos.

References

Will be provided when required.