Moeen Khurshid

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Objective

To work for a reputable Organization, where I can achieve productivity and growth instantaneously.

Experience

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| DATAIT LTD, Bromley, England  Director | 2010 – 2012 |

Started up my own software company in England, had to close it down due to lack of funding. The technical responsibilities that I had involved:

* Analyzing business processes and outlining / implementing improvements.
* Developed software’s for various providers, including CMS systems.
* Designed and developed in memory caching system to reduce database calls, implementing this in IIS and asp.net
* Design kpi’s and real time dashboards in asp.net and C# with Microsoft charting.
* Implementing jquery, css compressions, Ajax, while working on control adapters to beautify the rendered output. In case of jquery I designed from simple to most complex scripts like customized scroll bars for asp.net pages etc.
* Overriding default html rendering to compress the html while making dynamic portals load faster with less page overheads.
* Collaborating and setting up our MySQL data cluster on 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. This also includes setting up cnames and using push and pull to publish contents.
* Working with Google Analytics team to run our advertising campaigns successfully and tracking the Keywords to see which one can give us best performance.
* Worked on web forms and N-tier / MVC to implement distributed dynamic portals.
* Designing API for our cloud / CMS portal to communicate with the desktop widgets along with client devices like android etc.
* Managed and maintained our private cloud network with multiple IP addresses and private LAN along with load balancers.
* Using base 64 encoding to embed images into the css to make them load faster.
* Using multiple roles logins based on different accounts which can be assigned to groups like user, admin etc.
* Implementing cookie less sessions and URL rewriting.
* Securing websites and portals while limiting database access and checking them against sql injection attacks, using multiple techniques like stored procedures, parameters, etc.

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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.
* 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 pipeline component’s for both control and data flow pipelines (using c#) later on when working on other projects.
* Migrating data from and into SQL server from legacy data sources and into a single umbrella structure (data warehouse).

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| British Telecommunication , England  OBIEE Consultant | Contractual |

This was a short term temporary 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**

References

Asp.net (framework 4.5) , LINQ, MVC, JQUERY, C#, VBSTO, SQL Server 2008 (SSIS, SSRS, SSAS), Webforms, Memcached for .net, SQL Server Pipeline Components for 2005/2008(80&100), SEO optimization, Desktop Application, obfuscating, Ajax, Customizing Ajax toolkit and adding removing components from assemblies which are not required.

References

Will be provided where required.