

QAMAR SHAHZAD

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🔗 [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Results-driven Backend Developer & Digital Marketing Specialist with 10+ years of experience in developing high-performance web applications and automation workflows. Skilled in Python-Django, DevOps, AI Chat Integration, and Docker. Proven expertise in travel systems, booking engines, dashboards, and operational management software. Strong background in SEO, SEM, and social media marketing to drive digital growth.

CORE SKILLS

- ✓ **Backend Development:** Python, Django, REST APIs, Flask
 - ✓ **Frontend Technologies:** HTML, CSS, JavaScript, Flutter
 - ✓ **DevOps & Cloud:** Docker, Digital Ocean, Google Cloud VM
 - ✓ **AI & Automation:** AI Chatbots, Workflow Automation
 - ✓ **Digital Marketing:** SEO, SEM, Google Ads, Facebook Ads, Instagram Ads
 - ✓ **CMS & CRM:** WordPress, Custom CRM Development
 - ✓ **Version Control:** Git, GitHub
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EXPERIENCE

Arabian Nights Tours, Dubai

Digital Marketing Executive & Web Developer | 2012 – Present

- **Developed and managed** multiple web applications, including **travel systems, booking engines, and dashboards**, using **Python-Django**.
- **Optimized website performance** for **SEO and SEM**, improving search engine rankings and ad conversions.
- **Integrated AI chatbots** for customer support, enhancing user experience and engagement.

- **Deployed applications** on **Google Cloud VM & Digital Ocean**, ensuring high availability and scalability.
- **Implemented automation workflows** to streamline business operations.

Al Nasir Travel, Pakistan

Online Business Promoter | **2008 – 2012**

- Managed and promoted travel agency services through digital platforms.
 - Developed and optimized websites for better online visibility.
 - Utilized social media marketing and paid advertising for customer acquisition.
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EDUCATION

Executive MBA - Hospitality & Tourism

National Institute of Business Management (2017 – 2018)

Bachelor in Business Administration (BBA)

Virtual University (2009 – 2012)

PROJECTS

- **Travel Web App:** [Arabian Nights Tours](#)
- **Other Projects:** Social Media Apps, Blogs, Travel Operations System , Booking Engine with payment gateway integration , Car Rental system