Muhammad Sarmad

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Summary

Detail-oriented and results-driven **PHP Developer** with years of experience building scalable APIs, automation systems, CRM modules, e-commerce platforms, and enterprise applications. Highly skilled in **Laravel, Node.js, Core PHP, MySQL, PostgreSQL, WordPress**, and third-party API integrations. Proven track record of optimizing system performance, refactoring legacy code, implementing automation with **Python + Selenium**, and delivering complex modules for fitness, e-commerce, and CRM-based systems. Strong collaborator with experience in Agile environments, and Git-based workflows.

Experience

Ark Crew | Lahore, Punjab
Senior Software Engineer | 03/2022 - Present

Backend API Development

- Designed and maintained robust backend systems using **Laravel, Node.js, and Core PHP**, powering large-scale web and mobile apps.
- Built RESTful APIs with secure authentication, request validation, and optimized endpoints.

Fitness App (Everfit-like) – Backend Customization

- Refactored critical backend modules, improving reliability and maintainability.
- Built automation that **auto-assigned workout programs to new users**, reducing manual work.
- Developed custom training modules, comment systems, schedule logic, and dynamic dashboard data endpoints.

Perfex CRM Development

- Created multiple **custom CRM modules** including attendance, payment automation, scheduling, and reporting.
- Extended core CRM functionality without breaking update compatibility.

Python & Selenium Automation

- Developed automation scripts for repetitive business processes across two projects, reducing manual labor by **60–80%**.
- Automated data extraction, form submissions, and daily workflow tasks.

API Integrations

- Integrated Stripe, PayPal, other payment gateways, communication APIs, and WhatsApp business APIs.
- Built secure webhook handlers, transaction logs, and automated payment validation workflows.

Collaboration & Project Delivery
- Worked cross-functionally with frontend teams to deliver complete product features.
- Managed tasks and sprint cycles through **JIRA and Trello** for smooth Agile execution.
- Used Git for version control—clean commits, branching strategy, and code reviews.

Pepsi Northern Beverages Limited | Peshawar, KPK
MTO as Data Analyst | 03/2021 - 03/2022
Key Responsibilities

- Generation of Daily, Weekly and Monthly Analysis reports on Excel from SAP Generation of Reconciliation reports to monitor or improve the business work flow.
- Understanding business, reporting requirements of different functions 4 and configure SAP to prepare process documentation.
- Analyzing the errors, searching for causes of errors, provided correct solutions and suggested for preventive actions to avoid recurrence.
- Responsible for analyzing Shipments, Storage Location, Goods Issue, Transfer Posting, Inventory management.
- Generation and Maintaining Dashboards in Excel for the detailed overview of business process and planning.
- Reports Automation for quick analysis.

Projects

Designed & Manage the Excel Dashboard for the quick analysis of

- SALE vs Dispatch
- Asset Available at Plant
- Current Inventory Status Intercompany & Distributor end
- Assets Balance Production Plan Status

Designed and Manage the Excel Dashboard for the detailed analysis of "Order vs Dispatch" Trend (Pictorial & Textual Representation) which include the following features

- No. of Orders Receive vs No. of Orders Dispatch
- Trend (Day Wise) Transporter
- Vehicle Availability Trend Vehicle Average Turn Around Time (VTAT)
- Distributor Cash Clear Time Analysis for Orders to Dispatch

Skills

Database Administration, PostgreSQL, SQL, PHP, Laravel, CodeIgniter, HTML, Web Development, CSS, Bootstrap, Website Management, Database Management, Website Maintenance, JIRA, Postman, API Testing, JQuery, Python, Agile, Microsoft office, Javascript, GIT, APIS, ERP Reporting and Data Analysis, Node.js, Express.js, Perfex CRM, WordPress

Projects

AI-Powered Appointment Booking Bot

Designed and developed an AI agent using VAPI to make outbound calls for appointment scheduling, integrated with GoHighLevel for contact management and workflows. Implemented automation in Make.com to streamline scheduling, tagging, and follow-ups, ensuring optimized call concurrency and efficient customer engagement.

Custom Module Development – Perfex CRM

Designed and developed multiple highly customized modules to extend Perfex CRM functionality, including:

- **ZillaPages Integration** – Custom landing page builder integration.
- **WhatsApp Messaging Module** – Automated WhatsApp communication using third-party APIs.
- **Teleforce API Integration** – Connected CRM to Teleforce telephony system for seamless call logging and lead tracking.
- **Invoicing & Payroll Module** – Built from scratch with dynamic calculations, PDF generation, and automated workflows.

Hotel Management System

Designed and developed a complete hotel management solution with the following modules:

- **Booking Management** – Room reservations, availability tracking, and customer records.
- **Custom Email Templates** – Automated, customizable email notifications.
- **Housekeeping Management** – Task assignment and tracking for cleaning staff.
- **Maintenance Requests** – Logging and monitoring repair work.
- **Advanced Reporting** – Insights on occupancy, revenue, and operations.

Multi User Content & HelpDesk Management System

Design & Developed the Multi User Content Management & Publish System (Web Application) consists of articles and albums. Further Design, Developed and integrate the Help Desk Management System which enables the admin to provide the customer support to end users.

Quiz and Puzzle Web Application

Design & Developed Quiz & Puzzle Based web application (School Management System) along with Dashboards for School based in Hong Kong.

Roof Estimation System

Design & Developed the web application name Roof Estimator, which allows the user to estimate the roof cost using google maps API.

Multi Vendor E-commerce Management System

Developed the E-commerce website which have the key modules like Inventory Management, Brand Management, Seller Management, Barcode Management, Customer Management.

Development and Integration of Meeting Portal into Perfex CRM

Design and Developed the Web Based Meeting Portal Dashboard where Admin can create meetings, participants, send meeting invitations using Dyte.io APIs and SDK.

Delivery Management System

Design and Developed the Web Application for 3PL Order-Delivery Management System consist of Admin, Shopkeeper and Driver for fulfillment of customers orders from Shopify and other E-commerce platform. Mobile application is also Developed using REST API for Driver Dashboard.

Languages and Soft Skills

- English, Urdu, Hindko.
- Teamwork, Flexibility, Confidence, Problem Solving, Quick Learner, Self-management

Education

City University of Science and Information Technology | Peshawar, KPK
Bachelor in Computer Science | 01/2020
- Focused studies on software development, web engineering, data science.
- Demonstrated strong academic performance through rigorous coursework and projects.