

Umair Jabbar

Web Developer | Marketing Technology | Enterprise Applications

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Versatile and passionate technology professional with over a decade of experience in Web Development, Marketing Technology and solutions consultancy. Proficient in innovative problem-solving, stakeholder coordination, process enhancement, project management, and team leadership to ensure the delivery of efficient, robust and scalable solutions. Committed to ongoing learning and continuous improvement.

SKILLS

Web Development, Problem-Solving, PHP, JavaScript, WordPress, Project Management, Agile, OOP, Marketing Technology, Marketing Automation, JIRA, HubSpot, Salesforce, Zapier, jQuery, CSS, Git, HTML, AWS, Google Analytics, Google Tag Manager, Vendor Management

EXPERIENCE

Website Consultant (Contract), Maples Group [↗](#) 02/2024 – 04/2024 | London, UK
- Strong collaboration with the customer as Digital Consultant to launch the new corporate website on WordPress, focusing on website performance and cookie compliance.
- Integrated Algolia Search to improve search performance by 10x.

Web & Marketing Technology Manager, Exasol [↗](#) 09/2017 – 02/2024 | London, UK
- Led a team of 5 Web, Atlassian and Salesforce Engineers, improving their day to day performance and career growth.
- Customer-centric manager skilled in driving results by guiding internal customers through onboarding processes, training, requirements gathering and delivering expert solutions.
- Implemented multiple Python AWS Lambda microservices to replace a legacy system.
- Developed a high-performance WordPress theme and plugins for a corporate B2B website, resulting in a 35% speed increase and 15% traffic boost.
- Implemented multiple microsites using PHP Symfony framework.
- Web Development, Marketing Technology, and Digital Solutions SME, driving cross-functional projects with effective strategies for measurable business performance enhancements.
- Increased Opt-in by 30% with a custom multiple geographical double opt-in solution in HubSpot
- Improved productivity and customer satisfaction by 20% with the introduction of Agile methodologies, a demand management process and regular stakeholder reviews.
- Technical and Strategic ownership of Business Applications such as HubSpot, Salesforce, Jira, Confluence, WordPress, Salesloft, Google Analytics, Google Tag Manager, Zapier and Teamtailor.
- Led the effort to update the application portfolio resulting in savings over €100K

Web Developer, solutionDrive GmbH

2016 – 2017 | Nuremberg, Germany

- PHP, Symfony, Smarty
- Developed numerous Shopware Shops, handling Frontend and custom Shopware Plugins, including a Store Locator plugin for Kaweco [↗](#)

Software Developer (Part-time), Kuzo Media

2013 – 2016 | Weimar, Germany

- Fullstack development of a mean management system Meal-O with PHP, JavaScript and MySQL
- Created Shopware plugins using PHP, Doctrine, ExtJS, and jQuery.

Senior Software Engineer, Tupernic / RKM Group

2011 – 2012 | Karachi, Pakistan

- Developed PHP Framework for Facebook Fanpage Applications using Facebook's API
- Led a team of Web Developers in Karachi, reporting to CTO in USA.

Software Engineer, Express Media Group

2009 – 2011 | Karachi, Pakistan

- Contributed to dynamic development team in creating news portal using PHP, JavaScript, and WordPress.
- Developed core WordPress theme and multiple plugins for the news portal

Software Engineer, VPype

2009 – 2009 | Karachi, Pakistan

- Implemented Controller and Model modules in PHP live broadcasting application using CodeIgniter framework.
- Created Mock FB API Factory and custom jQuery Plugins.
- Created a DevOps build tool using ANT and XML, similar to NAnt

EDUCATION

MSc. Computer Science & Media,

Bauhaus-Universität Weimar [↗](#)

2012 – 2016 | Weimar, Germany

B.E. Computer & Information Systems,

NED University of Engineering & Technology [↗](#)

2005 – 2009 | Karachi, Pakistan

LANGUAGES

English 

German 

Urdu 

CERTIFICATES

Certified HubSpot CMS Developer [↗](#)

HubSpot Academy

HubSpot Marketing Software [↗](#)

HubSpot Academy

SEO Certified [↗](#)

HubSpot Academy

Jira Fundamentals [↗](#)

Atlassian University

Confluence Fundamentals [↗](#)

Atlassian University