Umair Jabbar

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I have more than 10 years of experience in diverse roles, such as Application Manager, Marketing Technology Manager, Software Engineer, and Web Developer. Throughout my career, I have showcased a deep knowledge of technology and a consistent history of achievements in creating, implementing, and overseeing software solutions. Problem-solving is one of my strong suits, and I possess exceptional communication and collaboration skills, allowing me to work effectively both independently and as part of a team. With a solid technical foundation and a keen awareness of the latest industry trends and advancements, I am equipped to foster innovation and attain success in any position.

⊙ Skills

Problem-Solving | Communication | Enterprise Applications | Agile Methodologies
Enterprise Architecture | HubSpot | Salesforce | PHP | JavaScript | GitHub | JIRA
WordPress | HTML | CSS

💼 Professional Experience

Application Manager
Exasol 🔗

2017 – present | London, UK

Responsibilities:
- Implement business specific requirement by using existing software or acquiring new ones, and ensure compatibility with existing technical landscape.
- Solutions development with architecture design proposals, optimal infrastructure and tools for scalability, stability and performance
- Oversee the concept, development, testing, maintenance and future of complex and robust applications
- Lias with Data Protection and Security teams to make sure the solutions being proposed and implemented are compliant
- Take the technical ownership of the CRM and Marketing Automation system and its integration with all other services
- Collaborate with Web Developers for major changes to the website and the infrastructure
- Provide specialist technical advice to other teams and vendors on changes, fixes and updates.
- Steer the team towards efficiency by constantly improving our agile processes

Key Achievements:
- Utilize HubSpot to implement a Net Promoter Score (NPS) survey.
- Replace a custom JIRA plugin with a Python AWS Lambda function, achieving decoupling and 95% cost saving
- Migration of Marketing Automation from Marketo to HubSpot
- Modification of Marketing Automation to be GDPR compliant before May 2018 deadline
- Launch of a new corporate website, moving from ProcessWire to WordPress
- Migration of legacy Lead Capture forms from JIRA to HubSpot
- Setup new Lead Scoring and Lead Nurturing strategies in HubSpot
- Update Lead and Data flow processes in Salesforce
- Implemented a new website using Symfony with embeddable Header & Footer
- Launch of a new event website for our flagship event Exasol Xperience. The website used WordPress integrated with Eventbrite, Zapier and Salesforce
- Use of Google Tag Manager for all of the websites to better handle external scripts

- Modify the existing websites to use GDPR compliant Cookie Consent tool Cookiebot
- Implemented the use of Personas throughout the CRM
- Designed and implemented a new Hybrid Double opt-in solution for digital leads
- Integration between Google Analytics and HubSpot leads

Web Developer
2016 – 2017 | Nuremberg, Germany
solutionDrive GmbH

- Development of numerous Shopware Shops including the Frontend and custom Shopware Plugins.
- Requirement gathering from Customers and integrating them in our Agile processes.

Software Developer (Working Student)
2013 – 2016 | Weimar, Germany
Kuzo Media

- Development of a Meal Management system for schools. Meal-O
- Developing Shopware plugins using PHP, Doctrine, ExtJS, jQuery

Senior Software Engineer
Jun 2011 – Mar 2012 | Karachi, Pakistan
Tupernic / RKM Group

- Lead a team of Web Developers in Karachi, reporting to the CTO in USA
- Development of a PHP Framework for Facebook Fanpage Applications

Software Engineer
Nov 2009 – Jun 2011 | Karachi, Pakistan
Express Media Group

- Development of the news portal for The Express Tribune using PHP.
- Implementation of a new WordPress theme for the news portal.
- Development of WordPress plugins for the site, such as comment up-vote plugin.
- Migrating an old ASP website to ASP.NET
- Created an automated Youtube uploader for the media team.

Software Engineer
Jan 2009 – Nov 2009 | Karachi, Pakistan
VPype

- Implementation of Controller and Model modules within a PHP live broadcasting application using CodeIgniter framework.
- Integration of the App with Facebook and Twitter APIs
- Custom jQuery Plugins development
- Developed an automated deployer using ANT and XML

🎓 Education

MSc. Computer Science & Media
2012 – 2016 | Weimar, Germany
Bauhaus-Universität Weimar 🔗

B.E. Computer & Information Systems
2005 – 2009 | Karachi, Pakistan
NED University of Engineering & Technology 🔗

🌐 Languages

English | German | Urdu

🏷 Certificates

Certified HubSpot CMS Developer 🔗
HubSpot Academy

HubSpot Marketing Software 🔗
HubSpot Academy

SEO Certified 🔗
HubSpot Academy

Jira Fundamentals 🔗

Confluence Fundamentals 🔗