

# SYED MOHAMMAD FAROOQ

• Phone: Pakistan (+92) 315 1663399

• Email: syedmfarooq@gmail.com

---

## PROFESSIONAL EXPERIENCE

### *Snr. Project Manager*

Folio3 (2018 - Present)

- Managing multiple projects for several international brands in USA, Australia and Pakistan in the Consumer and E-Commerce divisions, acting as the primary 'point of contact' representing the organization throughout various stages of the project life cycle.
- Liaison between various technical and other departments within the organization and project clients, to successfully drive the project from inception to completion.
- Scrum and Flow Master for projects following the Scrum and Kanban Agile Methodologies respectively.
- Led Project Managers Group within the organization during tenure as PMG Lead.
- Notable projects:
  - Executed complete e-commerce solution and managed services for 3 years worth over \$100k for a leading Pakistani fashion retail company, the launch partner for Magento 2 Commerce Cloud.
  - Point of contact and Senior Project Manager of complete e-commerce solutions and managed services worth over \$300k for AgriBeef, one of the leading premium beef producers in the US.
  - Key stake holder and Senior Project Manager for AgriBeef Snake River Farms e-commerce solution and Magento 2 Commerce launch worth \$200k. Delivering 9,000-man hours project within an accelerated timeline of just 6 months.
  - Took over as Senior Project Manager of AgriBeef Animal Traceability Project, a 4,000-man hours project worth \$130k with an 8 month timeline. This was a bespoke product for animal life traceability with highly customized solutions for customer specific needs.
  - Execution of custom B2B Shopify Apps and managed services for US based retailer Loloi in collaboration with Canadian based digital agency.
  - Executed managed services for e-commerce solutions on Magento 2 platform for over 18 months for an Australian organic foods' producer and retailer, Healthy Life.
  - Migration and launch of Magento 2 e-commerce solutions for DriCoper Denim, an Australian Fashion retailer.
  - Working with Digital Agencies in US for various medium sized e-commerce solutions and managed services.

### *Snr. Project Manager*

colwiz Pvt Ltd now wizdom.ai of the Taylor and Francis Group (2013 - 2018)

- Direct dealing with multiple key accounts such as American Chemical Society, Taylor & Francis, Royal Society

and American Society of Civil Engineers as 'point of contact' representing the organization during all phases of development and implementation.

- Liaison between development and various other departments within the organization and project clients for multiple products.
- Agile practitioner, Scrum Master and key driver of its development sprints for ACS ChemWorx and other add-on products.
- Worked on launch of wizdom.ai, a ground-breaking research knowledge graph based on big data analytics and machine learning.
- Currently overseeing customer support for all colwiz products.
- Involved in marketing activities during product launches, exhibitions and fairs.

#### *Project Manager*

Centegy Technologies (2012 - 2013)

- Handled various key accounts of multinational FMCGs providing complete retail solutions for Sales and Distribution.
- Direct dealing with local clients across Pakistan as well as international clients in UAE, Sri Lanka, Nigeria and South Africa on a daily basis as the exclusive 'point of contact' representing the organization during all phases of development and implementation.

#### *Project Manager*

Salsoft Technologies (2010 - 2011)

- Actively involved in over 15 projects while managing a team of numerous PHP, iPhone and Android developers, Flash developers, designers and illustrators.
- Communication with International clients (USA, UK & Far East) frequently during project development.
- Managed all communication between various development and management teams within the organization and project clients

#### *Business Analyst and head of Proposals Department*

Salsoft Technologies (2009 - 2010)

- Joined as Business Analyst and head of Proposals Department handling over 45 projects including concept document, proposals and story boarding.
- Managed a team of proposal and technical writers and acted as liaison between the Sales Department and the development teams while Head of Proposals Department.

#### *Senior SQA Engineer/ Business Analyst*

Softtech Worldwide LLC, Karachi, Pakistan (2007 - 2009)

- Joined as Junior SQA Engineer on Ultra-Learn, a web-based platform that allows users to produce and

broadcast interactive multimedia mash-ups; worked with latest technologies such as Silverlight (SLS), .NET 3.0, SQL and various analysis and testing tools.

- Promoted to Senior SQA Engineer within 2 months with shared *Business Analysis* responsibilities; major tasks and achievements included (i) Requirements and feasibility analysis for future modules and functions of Ultra-Learn, (ii) testing and developing use cases.

#### *IT Consultant and Marketing Executive*

Pakistan Chery Automobile (Pvt) Ltd, Karachi, Pakistan (2006 - 2007)

- Conducted requirement analysis for in-house inventory management and accounting software
  - Carried out market survey for feasibility of car financing at different down-payment rates
- 

#### **EDUCATION, ACHIEVEMENTS & SKILLS**

- Bachelor of Computer Science (BCS) Program – FAST National University (FAST-NU)
  - Agile Practitioner and Scrum Master with 11 years of Project Management experience
  - Proficient in Agile methodologies and project management tools
  - Agile Certified Practitioner training by PMI (2019) and sitting for ACP certification exam this year.
  - Experienced in retail solutions, reference management tools, social media technologies and mobile app development
  - Well-developed writing skills ranging from critical analysis, proposals and formal reports
-