

SHEIKH MUHAMMAD FAISAL HUMAYUN

ZOHO DEVELOPER | CRM MANAGER | SENIOR WEB DEVELOPER



CONTACT

- +971 58 904 1710
- faisal.consultants4@gmail.com
- Al Nahda, Sharjah

PERSONAL INFORMATION

- Nationality : Pakistani
- Gender : Male
- Marital Status : Married
- Notice Period : Immediately Joining
- Visa Status : Employment Visa

SKILLS

- Zoho
 - One Business Suite
 - CRM
 - Books
 - Analytics
 - Forms
 - Creator
 - Desk
 - Site
 - Flow
 - Peoples
 - Workdrive
 - Campaigns
 - SalesIQ
 - Sign
 - Email Marketing
 - Marketing Automation

SUMMARY

A versatile and results-driven developer with expertise in Zoho CRM customization, automation, and full-stack website development. Proficient in designing and managing WordPress websites, I specialize in creating seamless, responsive, and user-centric web experiences. Skilled in customizing Zoho applications, building workflows, and integrating third-party tools to streamline business operations and enhance productivity. Experienced in developing custom plugins, optimizing websites for performance and SEO, and creating scalable solutions to drive user engagement and business growth. Passionate about leveraging technology to deliver efficient, innovative, and impactful solutions.

WORK EXPERIENCE

Zoho Developer | CRM Manager | Senior Web Developer
Business Link UAE - United Arab Emirates APR 2022 - FEB 2025

Zoho Development

- Customized and configured Zoho applications to meet organizational needs, including setting up modules, fields, workflows, automation, and integrations with other systems.
- Developed custom applications using Zoho Creator and other Zoho tools to address unique business requirements.
- Integrated Zoho applications with external software systems, databases, and third-party platforms to ensure seamless data flow and synchronization.
- Designed and managed workflow automation, scripts, and business rules to streamline processes and minimize manual tasks.
- Created custom reports and dashboards for real-time business insights and KPI tracking.
- Provided end-user training and support to ensure effective use of Zoho applications, along with troubleshooting and resolving technical issues.

Website Development

- Designed and developed custom WordPress websites (front-end and back-end).
- Created responsive designs using Bootstrap and CSS Grid for all devices.
- Integrated custom themes, plugins, and child themes for enhanced functionality.
- Deployed Zoho CRM with email and WhatsApp automation workflows.
- Configured Zoho CRM pipelines, modules, and automation rules.
- Integrated GallaBox (WhatsApp API) for real-time support and messaging.
- Optimized websites for SEO (meta tags, alt text, keywords, structured data).
- Improved performance via image optimization, caching, and CSS/JS minification.
- Conducted Google Speed Test audits and implemented improvements.
- Used CDNs to boost speed and reliability for global users.
- Managed web hosting environments and ensured high availability and scalability, especially during traffic spikes.
- Configured SSL certificates, firewalls, and malware scanning tools to enhance website security.
- Monitored server performance using tools like New Relic or Google Analytics to identify and resolve bottlenecks.
- Developed multilingual websites using plugins like WPML or Polylang to cater to global audiences.

Development

- WordPress
- Shopify
- Elementor
- E-Commerce
- WooCommerce
- AI
- HTML5
- CSS3
- PHP
- MySQL
- API
- JavaScript
- jQuery
- SaaS
- Bootstrap
- Google Search Console
- Google Ads
- GitHub
- FileZilla
- WHM
- Cpanel
- Slack
- ClickUp
- Zappier

LANGUAGES

- Excellent - English
- Native - Urdu
- Proficient - Italian

PROJECTS

Business Link UAE

(United Arab Emirates)

- Ensure that the website design is responsive, adapting seamlessly to various screen sizes and resolutions (desktops, tablets, smartphones).
- Optimize load times to enhance user experience.
- Minify CSS and JavaScript to optimize website speed.
- Website integration with CRM
- Zoho CRM Development

[View Project](#) 

OBG One Broker Group

(United Arab Emirates)

- Website Development and Maintenance
- Creating separate blog page

[View Project](#) 

Senior Frond-end Web Developer

MavenUp Creatives - Lahore Pakistan

MAY 2021 - DEC 2021

MavenUp Creatives is a rapidly expanding outsourcing agency headquartered in Lahore, Pakistan, catering to clients in the US.

WordPress | MySQL

- Research and design projects as well as tested and implemented operational effectiveness
- Provided training to staff using the specific website and illustrated ways to update and fix simple errors without asking for assistance from the developer.
- Created page content including text and overall design to complete projects to customer demands.
- Install, configure, and customize WordPress CMS to meet the project’s needs. Perform website updates, bug fixes, and troubleshoot any technical issues that arise. Customize and configure WordPress themes and plugins to meet the specific design requirements

Senior Frond-end Web Developer

Digit Logix - US Base Company

JAN 2019 - APR 2021

WordPress

- WordPress Website Development, front end or backend.
- Developed a system to integrate data of our clients’ software with BI tool, generated data cubes for analysis, and planning.
- Collaborated with customers to understand their needs and devise ways to increase product scopes.
- Engineered numerous user-friendly software interfaces to simplify operations and integrate different systems running within a clinic.
- PSD to WordPress
- Create Customized WordPress Websites for Clients
- Managed multiple projects simultaneously and deliver high-quality work within defined timelines.
- Trained clients on how to use the WordPress CMS and provide ongoing technical support.
- Designed, developed, and maintained 50+ WordPress websites for small and medium sized businesses in the United States.

WordPress Developer

Progressive Softs - Lahore Pakistan

SEP 2014 - DEC 2018

WordPress

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Enfield Royal Clinic Dubai

(United Arab Emirates)

- Implement the approved design and layout, including custom graphics and imagery.
- Maintaining Domain & Hosting
- Optimize load times to enhance user experience.
- Minify CSS and JavaScript to optimize website speed.
- Develop before after transition

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Michael E. Relph

(United States of America)

- Develop a unique and visually appealing design concept for the website that aligns with Michael E. Relph's personal brand.
- Create custom design elements, including color schemes, typography, and graphics.
- Optimize the website for search engines, incorporating relevant keywords and on-page SEO elements.
- Offer ongoing maintenance and support services, including software updates, security monitoring, and troubleshooting.
- Integrate secure payment gateways, including options for credit/debit cards, digital wallets, and other payment methods commonly used in Dubai and the UAE.

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Jeem

(Pakistan)

- Select a suitable e-commerce platform (Shopify E-Commerce) and CMS to build the website.
- Create, edit, and optimize product descriptions, images, and videos for the website.
- Ensure that all content aligns with Jeem.pk's branding and messaging.
- Test and optimize page load times to enhance performance.
- Integrate secure payment gateways, including options for credit/debit cards, digital wallets, and other payment methods commonly used in Dubai and the UAE.

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Joiner Developer

Bizlinx Consultants - Lahore Pakistan

APR 2012 - AUG 2014

WordPress | HTML

- WordPress Website Development, front end or backend.
- Developed a system to integrate data of our clients' software with BI tool, generated data cubes for analysis, and planning.
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EDUCATION

B.Com Bachelor

2016

Allama Iqbal Open University, Lahore

REFERENCE

To be furnished upon request