Syed Hammad Hassan

Web App Developer

Tbilisi, Georgia (relocating to Germany) | hammadhassangerman@gmail.com | hammadnaqvisays.com | github.com/HammadNaqviSays

PROFILE

Web app developer with 9+ years of business experience in real estate sales, CRM and marketing, including reporting for 400+ real estate clients. I build and ship AI-assisted web apps for small businesses: booking systems, client portals, news sites and online shops (Next.js, React, Firebase, Supabase, MongoDB, Vercel), and I check every app against the OWASP Top 10 before launch. Seeking a web developer role or a study place in Germany.

WORK EXPERIENCE

Founder, web app developer | AB Digital Solutions
Current

- Build and maintain web apps, PWAs and websites for small businesses (see selected projects).

Lead Data Analyst (Real Estate Analytics) | HITS Marketing (Pvt) Ltd, Islamabad
Jan 2023 – Jun 2026

- Tracked property performance (pricing, occupancy, cash flow) and prepared reports for management.
- Worked with asset management, acquisitions, finance and operations teams to guide investment decisions.

Operational (CRM) & Marketing Manager | HITS Marketing (Pvt) Ltd, Islamabad
Aug 2017 – Dec 2022

- Ran daily CRM operations: lead routing, pipeline management and strict data hygiene.
- Designed automated email and SMS campaigns to nurture buyers, sellers and tenants.
- Reported marketing ROI, cost per lead, conversion rates and sales-funnel health to leadership.
- Trained the sales team on CRM best practices and automated workflows.

Housing scheme projects: Gulberg Darya Khan Town and Gulberg Enclave
2019 – present

- Planned, marketed and managed housing schemes end to end, using sales analytics to drive plot sales.

Customer Premises Equipment Installer | Pakistan Telecommunication Company Ltd (PTCL), Islamabad
Jun 2010 – Jan 2016

- Installed and configured fiber and broadband equipment, tested line quality, resolved customer faults.

University Teaching Assistant | Federal Urdu University of Arts, Science and Technology, Islamabad
Oct 2012 – Feb 2014

SELECTED PROJECTS

- **Pak Dharti TV** – multilingual (EN/UR/AR/DE) news portal with an automated AI content pipeline, editor control panel and readership tracking. Next.js, MongoDB, Gemini API.
- **Tbilisi Classic Hostel** – multi-location hostel management PWA: bookings, residents, payments, maintenance, reports, student portal, role-based access. Supabase.
- **HiTS Visa Consultancy** – website, staff desk and feedback system with Firestore security rules (roles, validated public forms). Firebase.
- **UniFinder** – scholarship and study-abroad finder: 1,500+ English-taught programmes from official sources, eligibility checks and deadline tracking, covered by automated tests. React, Firebase.
- Also: Aliha's Salon (admin app and website), MNK Dawar (e-commerce), Post Studio (multi-brand social card engine).

EDUCATION

BS Computer Science (Software Systems) – Federal Urdu University of Arts, Science and Technology, Islamabad | 2008 – 2012 | CGPA 3.08/4.00 (EQF level 6)
Diploma of Associate Engineer (Electrical) – Government College of Technology, Multan | 2005 – 2008 (EQF level 5)

CERTIFICATIONS AND MEMBERSHIPS

- Gemini Certified Educator – Google for Education (2026–2029)

- One Million Prompters, prompt engineering – Dubai Future Foundation
- Virtual Exchanges and Education on Digital Skills – Erasmus+ (EU co-funded), 2026
- Member: ACM (Association for Computing Machinery), IEEE

SKILLS

Build: Next.js / React, JavaScript, MongoDB, Supabase / PostgreSQL, Firebase, Vercel, GitHub, PWA, AI-assisted development, prompt engineering. **Business:** CRM and marketing automation, digital marketing, reporting to leadership. **Security:** OWASP Top 10 reviews, role-based access, GDPR-aware data handling.

LANGUAGES

Urdu (native) | English (B2) | German (beginner, learning actively)

References available on request.