

# NIYAJ MOHAMMAD KAYES

**Address:** Flat-D6, 219/C/2, Bhuiyanpara Link Road, Banasree, Dhaka-1219, Bangladesh

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## PROFESSIONAL SUMMARY

Experienced IT professional with over 10 years of expertise in web development, IT consulting, and sales management across Bangladesh and the UK. Proven ability to lead teams, manage digital projects, and develop innovative solutions to drive business growth. Adept in collaborating with internal teams to enhance user experience and optimize digital marketing strategies.

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## PROFESSIONAL EXPERIENCE

### Head of IT (Software Developer)

#### Optimus IT Solution, Dhaka, Bangladesh

*February 2022 – Till Now*

- Developed and maintained websites using HTML/CSS and backend services.
- Managed software documentation and ensured site scalability and security.
- Stayed updated on emerging technologies to implement cutting-edge solutions.

### Lead Web Developer

#### Legend Axis IT and Business Consulting Firm, Dhaka, Bangladesh

*April 2021 – December 2021*

- Managed the company's website operations, including infrastructure, security, and development.
- Collaborated with cross-functional teams to design, build, and maintain applications using PHP, Java, and .Net.
- Developed and optimized the company's digital presence, including social media and e-commerce platforms.
- Led performance analysis for digital marketing campaigns, implementing growth strategies based on data-driven insights.

## **Web Developer**

### **O2 (Fashion Brand), Dhaka, Bangladesh,**

*October 2020 – March 2021*

- Executed digital marketing campaigns, including SEO/SEM, email marketing, and social media advertising.
- Designed and maintained the e-commerce website, enhancing user experience and site functionality.
- Conducted performance analysis for all digital marketing initiatives, optimizing campaigns to achieve KPIs.

## **Senior Executive Officer**

### **Optimus IT Solution, Dhaka, Bangladesh**

*October 2016 – September 2020*

- Developed and maintained websites using HTML/CSS and backend services.
- Managed software documentation and ensured site scalability and security.
- Stayed updated on emerging technologies to implement cutting-edge solutions.

## **IT Consultant**

### **Cortex Group, Dhaka, Bangladesh**

*July 2016 – September 2016*

- Ensured smooth IT operations and provided prompt support to all departments.
- Trained staff on IT systems and managed infrastructure security.

## **Regional Sales Manager**

### **Retail Merchant Services, London, UK**

*August 2015 – March 2016*

- Closed new sales agreements with businesses, expanding distribution channels within the territory.
- Introduced innovative payment solutions for small businesses.

## **Regional Sales Manager**

### **Tefima - Telecoms Field Marketing Company, London, UK**

*August 2012 – August 2013*

- Negotiated and closed sales agreements, developed distribution strategies, and monitored stock levels.

## **Shift Manager**

### **Select Service Partner (SSP UK), London, UK**

*August 2006 – March 2011*

- Led a team in a busy food court, achieving 100% of daily sales targets.
  - Developed and delivered sales training programs, enhancing team performance.
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## **EDUCATION**

### **Diploma in Business Studies,**

*Business College of London, UK*

*2011*

- Advanced Diploma in Business Administration
- CGPA: 3.5/4.0

### **Post Graduate Diploma in IT**

*Thames College London, UK*

*2008*

- Computing and Information System
- CGPA: 2.5/4.0

### **Bachelor of Science (BSc)**

*West Coast University, London, UK*

*2007*

- Computing and Information System
- CGPA: 2.5/4.0

### **Diploma in Information Technology**

*Business School of London, UK*

*2004*

- Advanced Diploma in Information Technology

### **Diploma (Vocational)**

*City & Guilds of London, UK*

*2001*

- Information Technology
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## TRAINING & CERTIFICATIONS

### Basic Management Training (BMT)

SSP UK, Canary Wharf, London, UK

2005 – 2007

- A managerial training program for Shift Management.
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## SKILLS

- **Technical Skills:** Web Development (PHP, Java,.Net, HTML/CSS), Digital Marketing (SEO/SEM), E-commerce Management, IT Infrastructure, Software Documentation.
  - **Management Skills:** Team Leadership, Project Management, Sales Strategy, Customer Relationship Management.
  - **Soft Skills:** Problem-Solving, Communication, Time Management, Adaptability.
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## LANGUAGES

- **Bengali:** High Proficiency in Reading, Writing, and Speaking.
  - **English:** High Proficiency in Reading, Writing, and Speaking.
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## PERSONAL INFORMATION

- **Father's Name:** Hazi Mohammad Siraj Miah
  - **Mother's Name:** Fazilatunnessa
  - **Gender:** Male
  - **Marital Status:** Married
  - **Nationality:** Bangladeshi
  - **National ID No.:** 4205333729
  - **Religion:** Islam
  - **Permanent Address:** 219/C/2 Bhuiyanpara Link Road, Banasree, Dhaka-1219, Bangladesh.
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## REFERENCES

### Golam Mohammad Adel

Chief Operating Officer, Optimus IT Solution

Progoti Tower, Kha-214/E Bir Uttam Rafiqul Islam Ave, Dhaka 1212

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