

Shafaat Ali | Operations & Project Manager | Digital Strategy Specialist

Peshawar, Pakistan

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Professional Summary

Results-oriented Operations & Project Manager with a background in Software Engineering and digital business development. Expert in developing operational strategies, optimizing workflows, and resource allocation. Currently leading digital transformation initiatives in Peshawar (Webronaq), demonstrating strong capabilities in team leadership, data analysis, and stakeholder management. Passionate about building efficiency and fostering professional communities.

Core Competencies

- Operational Strategy
- Project Management
- Data Analysis
- Workflow Optimization
- Team Leadership
- Digital Compliance
- Resource Allocation
- Stakeholder Relations
- English Proficiency

Professional Experience

Webronaq (and Shafaat Ali Education)

Founder & Operations Lead

Peshawar, KP

2020 – Present

- **Strategic Operations:** Developing the operational roadmap for Webronaq to digitize local businesses; defined service scope and long-term profitability models.
- **Community Network Lead:** Established a professional network of software engineers in Peshawar, organizing in-person meetups to pool expertise and solve local business challenges.
- **Performance Monitoring:** Manage the "Shafaat Ali Education" brand (YouTube/Blog); analyze traffic metrics to optimize content strategy and improve audience retention.
- **Stakeholder Management:** Serve as the primary representative in meetings with clients and vendors, ensuring alignment with organizational objectives.
- **Mentorship:** Provide technical guidance to a large online student base, breaking down complex software concepts.

Remote / Hybrid

Project Manager (Freelance)

2019 – Present

- **Project Lifecycle Management:** Manage end-to-end software and book ghostwriting projects, using agile methods to ensure deadlines are met.
- **Resource Optimization:** Coordinate distributed teams of writers and developers, assigning tasks based on individual strengths to maximize workflow efficiency.
- **Regulatory Compliance:** Successfully published eBooks on Apple Books, navigating complex formatting rules and platform policies.
- **Client Relations:** Act as the central point of contact, ensuring client requirements are translated accurately into technical deliverables.

Education

University Name

Bachelor of Science in Software Engineering

Focus: Project Management, SDLC, Systems Analysis

In Progress

Key Achievements

- **Published Author:** Successfully managed the supply chain from content creation to global distribution on Apple Books.
- **Ecosystem Builder:** Created a centralized hub for Peshawar developers to modernize local commerce.