

SHAHZAIB QAMAR

Full-Stack Application Developer & Performance Digital Marketer

Phone / WhatsApp: +92 300 1433998
Location: Pakistan (Serving Global & Local Clients)
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Portfolio / LinkedIn: [Your Website / LinkedIn URL]

Multi-disciplinary **Software Engineer, IT Specialist, and Digital Marketing Strategist** bridging the gap between scalable technical product development and revenue-focused customer acquisition. Experienced in architecting cross-platform mobile applications, full-stack web platforms, and cloud backends, paired with end-to-end Meta Ads, Google Ads, ASO, and conversion funnel execution for startups and businesses worldwide.

CORE TECHNICAL & MARKETING COMPETENCIES

Domain	Capabilities, Frameworks & Platforms
Mobile & Web Development	Cross-Platform Mobile App Development (Android & iOS), Responsive Web Applications, Single-Page Applications (SPAs), UI/UX Prototyping, Store Deployment (Google Play & App Store)
Backend & IT Infrastructure	RESTful API Architecture, Database Design & Optimization, User Authentication, Cloud Hosting & Server Deployment, System Administration, Technical Troubleshooting & Security
Performance & Digital Marketing	Meta Ads (Facebook & Instagram Campaigns), Google Ads (Search, Display & App Campaigns), App Store Optimization (ASO), Conversion Tracking (Pixels, CAPI, GA4), Funnel Strategy
Social Media & Business Growth	Brand Positioning, Content Strategy & Short-Form Video Production, B2B/B2C Lead Generation, Technical & Marketing Audits, Client Onboarding & Project Delivery

PROFESSIONAL EXPERIENCE & AGENCY PRACTICE

Founder — Full-Stack Engineering & Digital Growth Studio

Present

Shahzaib Qamar Digital & Tech | Pakistan & International Remote

- **End-to-End Product Engineering:** Architect, develop, and deploy custom mobile applications, business websites, and scalable backend APIs tailored for startups, e-commerce brands, and service enterprises.
- **Full-Funnel Paid Acquisition:** Plan, launch, and optimize Meta Ads and Google Ads campaigns focused on app installs, qualified B2B leads, and measurable return on ad spend (ROAS).
- **Conversion & Analytics Infrastructure:** Implement event tracking, Meta Pixel/Conversions API, Google Analytics 4, and App Store Optimization (ASO) to eliminate acquisition leakage.

- **Technical Consulting & Business Development:** Conduct comprehensive technical and marketing audits, translating complex IT and software requirements into clear, milestone-driven commercial roadmaps.

Independent Application Developer & IT Professional

Independent Practice

Mobile, Web & Backend Systems

- Built and maintained production mobile and web applications from initial database schema and backend logic through front-end interface design and live store publishing.
- Managed end-to-end IT operations including cloud server configuration, domain/DNS management, third-party payment and notification integrations, and ongoing performance optimization.
- Executed organic and paid user acquisition campaigns to grow active user bases and validate product-market fit for proprietary and client applications.

EDUCATION, LANGUAGES & ENGAGEMENT AVAILABILITY

Education & Credentials	Languages & Collaboration Scope
[Degree / Diploma Title] [Institution / University Name] *Certifications:* [Relevant IT / Cloud / Marketing Certifications]	**Languages:** English (Professional), Urdu (Native) **Markets Served:** Pakistan, UAE, UK, USA & Global Remote **Engagement:** Project Milestones, Monthly Retainers & Consulting