

SHAFAN ROSE

Lead Senior Full Stack Developer & Marketing Strategist | Agentic Coding | Gen AI

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Visa Status: Currently Employed at Driven Properties Dubai

PROFESSIONAL SUMMARY

Lead Senior Full Stack Developer & Marketing Strategist with **12+ years in Dubai** and **20+ years overall** building scalable web platforms, custom CMS, and high-traffic digital systems across **real estate brokerage, mortgage, property management, holiday homes, software houses, and sports production** companies in local and international markets. Specialized in developing high-performance B2B and B2C real estate ecosystems, driving strong ROI through SEO, lead generation, and marketing-driven growth. Expert in frontend, backend, API architecture, and database optimization. Leverages **Agentic Coding and Generative AI** tools to accelerate development and ship AI-powered web applications.

TECHNICAL SKILLS

Languages: JavaScript (ES6+), PHP CodeIgniter MVC, Python

Backend: Node.js, Express.js, REST APIs, Python FastAPI, Microservices

Frontend: EJS, Next.js, React.js, HTML5, Bootstrap, Tailwind CSS, SCSS/CSS, UI/UX Integration

Databases: MySQL, MariaDB, MS SQL Server, MongoDB, Redis

Security: JWT Authentication, Role-Based Access Control (RBAC)

AI & Agentic Coding: Generative AI, Agentic Coding, Claude Code, Cursor AI, AI-Powered Development

Cloud & DevOps: AWS EC2, RDS, CI/CD, Vercel

Dev Tools: Git, GitHub, Postman, VS Code, Navicat, Jira

Digital Marketing: SEO, GEO, AEO, Meta Ads, Google Ads, LinkedIn, Email, SMS & WhatsApp Blast

Google Tools: Google Analytics, Google Tag Manager, Google Search Console, Keyword Planner

Integrations: Bayut, Property Finder, James Edition, Forbes, DLD (Dubai Land Department), Property Monitor, LianaPress, Salesforce, HubSpot, Magnati, PayPal, BookOnLineNow, CloudBeds

CORE EXPERTISE

- Real Estate Platforms — property listing, lead management, portals
- CRM Systems — customer management, sales pipelines, lead lifecycle automation
- Content Management Systems — custom CMS solutions
- Web Applications — SaaS platforms, dashboards, admin panels
- E-commerce Platforms — multi-vendor stores, online shops
- Landing Pages & Marketing Websites — high-conversion campaign pages
- API Platforms & Backend Services — scalable microservices
- Mobile-Friendly Progressive Web Apps (PWA)
- Analytics & Reporting Dashboards — data visualization tools
- Payment Integration Systems — Stripe, PayPal, Magnati, local gateways
- Automation Tools — workflow automation, internal business tools
- Agentic Coding & Generative AI — AI-powered development acceleration

PROFESSIONAL EXPERIENCE

Lead Senior Full Stack Developer & Marketing Strategist

Driven Properties Group | Forbes Global Partner | Dubai, UAE | Feb 2014 – Present

Driven Commercial | Driven Holiday Homes | Driven Interior | Lamar Development | Refine Development | Roc Citizenship | Unbox | Unlock | The Marketing Department | CAMC

- Lead a team of 6 developers building scalable web applications serving 120+ users
- Designed and built a custom CRM system from scratch tailored for real estate sales, brokerage operations, and lead lifecycle management
- Developed advanced CRM modules including lead capture, lead scoring, pipeline tracking, agent assignment, and deal stage automation

- Implemented automated lead distribution system based on agent availability, performance, and property specialization
- Built real-time dashboards in CRM for sales teams to track inquiries, conversions, KPIs, and revenue forecasting
- Integrated CRM with websites, landing pages, WhatsApp, email, and call tracking for centralized lead management
- Developed landing pages for paid campaigns running on Google & Meta Ads
- Conducted SEO audits, achieving top 1 Google rankings for high-volume and competitive keywords
- Generated consistent monthly organic leads growth of 40%-120% from SEO-driven funnels
- Scaled blog-driven traffic growth by 200%+ using keyword-focused content strategy
- Developed API integrations with property listing feeds, Bayut, Property Finder, DLD, and internal databases for real-time data synchronization
- Architected full-stack web applications for real estate platforms ensuring high performance, security, and seamless UX
- Managed database design, optimization, and performance tuning
- Implemented clean URL structures, schema markup, structured data, and Core Web Vitals optimization
- Collaborated with designers, content writers, and SEO specialists to deliver results-driven digital experiences
- Technical integrations with in-house CRM, Salesforce, and HubSpot
- Mentored junior developers and conducted code reviews to ensure best practices
- Leveraged Agentic Coding and Generative AI tools to accelerate development and ship AI-powered features

Senior Programmer & Team Lead

Xperts — Software House | Pakistan | Nov 2008 – Oct 2013

- Led and managed cross-functional teams to deliver high-quality digital projects on time
- Managed multiple local and international projects from planning to deployment and post-launch support
- Architected and optimized web applications for performance, security, and user experience
- Built RESTful APIs, XML Feeds and integrated third-party services including payment gateways, CRM, and ERP systems
- Reviewed code quality, enforced best practices, and mentored junior and mid-level developers
- Managed server deployments, hosting environments, databases, and system maintenance

Head of Full Stack Engineering

Foxtech Computing Co — Software House | Pakistan | Mar 2008 – Oct 2008

- Managed multiple local and international projects simultaneously ensuring timely delivery and quality standards
- Led UI/UX strategy, wireframing, frontend architecture, and responsive interface implementation
- Handled domain management, DNS configurations, hosting, cloud servers, and infrastructure maintenance
- Led third-party integrations including CRM, ERP, payment gateways, and APIs
- Established technical workflows, coding standards, version control, and development best practices

Software Engineer

NETSOL Technologies Inc. | Pakistan | Feb 2007 – Feb 2008

- Developed robust and scalable web applications using PHP, JavaScript, and related technologies
- Designed and implemented RESTful APIs for system integration and data exchange
- Worked on LeasePak — leasing application processing system (Visual Basic 6.0, C, Sybase SQL Server, HP-UX, Linux, Sun Solaris)
- Managed database design, optimization, and migrations using MySQL and MS SQL Server
- Applied secure coding practices including encryption, hashing, API security (OWASP standards)
- Managed production environments on Linux servers using Nginx and Apache

Full Stack Developer

SAGA Sports Group — Multinational | Pakistan | Oct 2003 – Jan 2007

- Developed and maintained enterprise web applications managing both frontend and backend systems
- Built custom modules, backend logic, and database-driven applications to enhance ERP internal business systems
- Maintained and enhanced stock management systems improving inventory tracking and reporting
- Integrated third-party applications, APIs, and external services to improve automation and connectivity
- Designed and integrated secure payment gateway systems for online transactions and billing
- Tech stack: Visual Basic 6.0, Informix, Crystal Reports, SCO Unix

EDUCATION

Masters in Computer Science | 2002 | Graduate School of Management & Computer Sciences, Pakistan
Bachelor of Science — Double Math & Physics | 2000 | Govt. Murray College / University of the Punjab, Pakistan

CERTIFICATIONS & TRAINING

- Certified in SEO — On-page, Off-page & Technical SEO (2025)
- Trained in Google Analytics & Search Console (2024)
- Workshop: Google Ads, Meta Ads & Data-Driven Campaign Optimization — Solvetude (2025)
- Workshop: CRM Systems, Lead Management & Marketing Automation — PropCRM (2024)
- Workshop: Digital Marketing, SEO & Performance Marketing — Emaar Properties (2019)
- Training: Web Development, UI/UX Design & Modern Frontend Technologies — Computer Xperts (2012)
- Continuous professional development — LianaPress (2025)

PORTFOLIO — LIVE PROJECTS

drivenproperties.com | drivencommercial.com | driven.ae | drivenproperties.in | unlockdubai.com
srresidencesdubai.com | roccitizenship.com | refinedubai.com | jvcubai.com | the971villas.com
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