



Shafan ROSE

Lead Senior Full Stack Developer & Marketing Strategist

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Dubai, UAE

Visa Status: Currently Employed at Driven Properties Dubai

PROFESSIONAL SUMMERY

Lead Senior Full Stack Developer & Marketing Strategist with 12+ years experience in Dubai and 20+ years of experience 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. Strong expertise in frontend, backend, API architecture, and database optimization, focused on delivering scalable, business-driven digital products with measurable impact.

TECHNICAL SKILLS

Backend: Node JS, Express JS, Rest APIs, Microservices
Frontend: EJS, Next JS, React JS, HTML, Bootstrap, Tailwind CSS, SCSS/CSS, UI/UX Integration
Languages: Javascript(ES6+), PHP Codeigniter
Databases: MySQL, MS SQL Server, MongoDB
Security: JWT Authentication, Role-Based Access Control
Cloud & DevOps: AWS EC2, RDS, CI/CD, Vercel
Dev Tools: Git, GitHub, Postman, AI Cursor Editor, VS Code, Navicat, Jira
Digital Marketing: SEO, GEO, AEO, Meta, Google Ads, LinkedIn, Email, SMS & WhatsApp Blast
Google Tools: Google Analytics, Google Tag Manager, Google Search Console, Keyword Planner
Technical Integrations: Bayut, Property Finder, James Edition, Forbes, DLD (Dubai Land Department), Property Monitor, LianaPress, Salesforce, HubSport

CORE EXPERTISE

- Real Estate Platforms (property listing, lead management, portals)
- CRM Systems (customer management, sales pipelines)
- 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 pages)
- API Platforms & Backend Services (scalable microservices)
- Mobile-Friendly Progressive Web Apps (PWA)
- Analytics & Reporting Dashboards (data visualization tools)

- Payment Integration Systems (Stripe, PayPal, local gateways)
- Automation Tools (workflow automation, internal business tools)

PROFESSIONAL EXPERIENCE



Driven Properties Group | Forbes Global Partner

Lead Senior Full Stack Developer & Marketing Strategist

Dubai - UAE

Feb, 2014 - April 2026 **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 in building scalable web applications serving over 120+ users.
- Technical integrations with inhouse CRM, Sales Force, HubSport.
- Developed landing pages for paid campaigns running on Google & Meta.
- Conducting SEO audits and working closely with the performance marketing team.
- Collaborated with stakeholders to define technical strategy and roadmap.
- Mentored junior developers and conducted code reviews to ensure best practices.
- 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.**
- Integrated CRM with websites, landing pages, WhatsApp, email, and call tracking systems for centralized lead management.
- Built **real-time dashboards in CRM** for sales teams to track inquiries, conversions, performance KPIs, and revenue forecasting.
- Implemented **automated lead distribution system** based on agent availability, performance, and property specialization
- Enhanced CRM UX/UI for faster adoption by sales teams and improved operational efficiency.
- Architected and developed scalable full-stack web applications for real estate platforms, ensuring high performance, security, and seamless user experience.
- Led end-to-end development of property listing portals, CRM systems, and lead management dashboards tailored for real estate operations.
- Developed API integrations with property listing feeds, third-party portals, and internal databases for real-time data synchronization.
- Manage database design, optimization, and performance tuning.
- Led UI/UX design strategy for real estate platforms to enhance user journey from property discovery to inquiry submission.
- Troubleshoot, debug, and resolve technical issues efficiently.
- Collaborated with sales and brokerage teams to align technology solutions with revenue goals and lead conversion strategies.
- Managed end-to-end product lifecycle from concept, development, deployment to continuous optimization based on market trends.
- Ensure website architecture is SEO-friendly, scalable, and search-engine optimized.
- Optimize site speed, Core Web Vitals, and overall performance.
- Implement clean URL structures, schema markup, and structured data.
- Improved **Google keyword rankings**, achieving top 1 positions for high-volume and competitive keywords.
- Generated **consistent monthly organic leads growth (40%–120%)** from SEO-driven funnels.

- Scaled **blog-driven traffic growth by 200%+** using keyword-focused content strategy.

Xperts - Software House

Pakistan

Senior Programmer and Team Lead

Nov, 2008 - Oct 2013

- Led and managed cross-functional teams to deliver high-quality digital projects on time.
- Oversee multiple local and international projects from planning to deployment and post-launch support.
- Manage project timelines, task allocation, resources, and team performance to ensure smooth execution.
- Architect and optimize web applications for performance, security, and user experience.
- Handle third-party integrations including APIs, payment gateways, CRM systems, ERP systems, and external platforms.
- Collaborate with stakeholders, clients, and management to gather requirements and convert them into technical solutions.
- Lead UI/UX design strategy to create user-friendly, responsive, and visually appealing interfaces.
- Review code quality, enforce best practices, and mentor junior and mid-level developers.
- Troubleshoot complex technical issues and provide fast, effective solutions.
- Ensure websites and applications are SEO-friendly, mobile responsive, and optimized for conversions.
- Manage server deployments, hosting environments, databases, and system maintenance.
- Built RESTful APIs, XML Feeds and integrated third-party services.

Foxtech Computing Co - Software House

Pakistan

Head of Full Stack Engineering

Mar, 2008 - Oct 2008

- Manage multiple local and international projects simultaneously, ensuring timely delivery, quality standards, and client satisfaction.
- UI/UX strategy, wireframing, frontend architecture, and responsive user interface implementation for optimal user experience.
- Handle domain management, DNS configurations, hosting environments, cloud servers, deployments, and infrastructure maintenance.
- Build and optimize structured databases, data architecture, and secure storage systems for business operations.
- Lead third-party integrations including CRM, ERP, payment gateways and APIs.
- Establish technical workflows, coding standards, version control, and development best practices across teams.
- Monitor website security, performance optimization, backups, and server uptime to ensure uninterrupted operations.
- Collaborate with management, stakeholders, and clients to align technical solutions with business growth objectives.

NETSOL Technologies Inc. with Worldwide Presence

Pakistan

Software Engineer

Feb, 2007 - Feb 2008

- LeasePak: Leasing application processing system (Visual Basic 6.0, C Language, VAX Basic, Sybase SQL Server, HP-UX, Linux, Sun Solaris)
- Worked closely with clients to understand, analyze, and translate business requirements into technical solutions.
- Developed robust and scalable web applications using PHP, JavaScript, and related technologies.
- Designed and implemented RESTful APIs for system integration and data exchange.
- Created responsive and user-friendly interfaces using modern web technologies (HTML5, CSS3, JavaScript).
- Ensured cross-browser compatibility and responsive design across multiple devices.
- Diagnosed and resolved technical issues in development and production environments.
- Managed database design, optimization, and migrations using MySQL, SQL Server, and relational modeling techniques.
- Optimized application performance through query tuning, caching strategies, and code refactoring.
- Managed end-to-end software development lifecycle including planning, development, testing, deployment, and maintenance.
- Provided production support, debugging, and hotfix deployments for live systems.
- Improved application reliability and uptime through redundancy planning and fault-tolerant architecture design.
- Managed production environments on Linux servers using Nginx, Apache.
- Applied secure coding practices including encryption, hashing, API security layers, and vulnerability prevention (OWASP standards).
- Managed critical production issues, performed root cause analysis (RCA), and implemented long-term fixes.

SAGA Sports Group - Multinational

Pakistan

Full Stack Developer

Oct, 2003 - Jan 2007

- Developed and maintained enterprise web applications, managing both frontend and backend systems for smooth business operations.
- Developed 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 processes.
- Managed software architecture, code deployment, debugging, version control, and performance optimization across multiple platforms.
- Visual Basic 6.0, Informix, Crystal Reports, SCO Unix.
- Integrated third-party applications, APIs, and external services to improve automation and connectivity.
- Coordinated with third-party vendors, agencies, and technical teams to deliver system enhancements and business solutions.
- Designed and integrated secure payment gateway systems for online transactions, invoicing, and automated billing processes.
- Implemented secure authentication systems, user roles, permissions, and access control for enterprise platforms.
- Applied SEO-friendly development practices to improve search visibility and website performance.
- Managed full software development lifecycle from planning and coding to testing and deployment.

EDUCATION

Masters in Computer Science, 2002

Graduate School of Management & Computer Sciences, Pakistan

Bachelors of Science (Double Math, Physics), 2000

Govt. Murray College, Pakistan / University of the Punjab

F.Sc (Pre-Engineering), 1997

Govt. Murray College, Pakistan / Board of Intermediate & Secondary Education

Matric (Science) in 1995

The Cathedral School, Pakistan / Board of Intermediate & Secondary Education

Trained in Google Analytics & Search Console 2024

Certified in SEO (On-page, Off-page & Technical SEO) 2025

WORKSHOPS & TRAININGS ATTENDED

Attended professional workshops on Digital Marketing, SEO, and Performance Marketing strategies by **Emaar Properties 2019**

Participated in training sessions on Web Development, UI/UX design, and modern frontend technologies by **Computer Xperts 2012**

Completed workshops on CRM systems, lead management, and marketing automation by **PropCRM 2024**

Attended sessions on Google Ads, Meta Ads, and data-driven campaign optimization by **Solvetude 2025**

Engaged in continuous professional development programs to enhance technical and marketing expertise by **LianaPress 2025**

PORTFOLIO LINKS

- <https://www.drivenproperties.com/>
- <https://www.drivencommercial.com/en>
- <https://www.drivenproperties.in/>
- <https://roccitizenship.com/>
- <https://jycdubai.com/>
- <https://www.relocateme.ae/>
- [https://dubai-properties.net/dubai-property-projects/downtown-dubai/luxury-apartments/fairmont-solara-to-
wer](https://dubai-properties.net/dubai-property-projects/downtown-dubai/luxury-apartments/fairmont-solara-to-
wer)
- <https://unlockdubai.com/>
- <https://www.driven.ae/en>
- <https://www.srresidencesdubai.com/>
- <https://refinedubai.com/>
- <https://www.the971villas.com/>
- <https://www.rixosfinancialcenterroaddubairesidences.com>