



SENIOR FULL-STACK DEVELOPER & TECHNICAL LEADER

K M ARMAN IMTIAZ

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ABOUT ME

Senior Full-Stack Developer and technical leader with more than 18 years of experience across web development, e-commerce, systems integration, infrastructure, and digital operations. Holds a Master of Science in Information Studies from Trine University. Skilled in building scalable systems, leading teams, and delivering practical, data-informed solutions.

SKILLS

PROGRAMMING & DEVELOPMENT

PHP, JavaScript, Golang, Java
Laravel, CodeIgniter, Node.js, React.js

WEB & E-COMMERCE DEVELOPMENT

Shopify, WordPress, Custom CMS Development
API Integration, Web Application Development

DATABASE & BACKEND

MySQL, PostgreSQL, NoSQL, Backend System Design

DIGITAL MARKETING & SEO

SEO Optimization, Google Ads, Campaign Strategy
Social Media Management (Metricool)

THE FURNITURE BANK, USA

Digital Marketing & IT Coordinator

Support website development, SEO optimization, and digital marketing campaigns to improve engagement and performance

2025-CONTINUE

ISOFTWARE LIMITED, BD

Tech Lead

Developed and delivered scalable web applications and e-commerce solutions for multiple client projects

2013-2022

ESOTERIC WHOLESALE LLC

E-commerce & Digital Marketing Specialist

Manage Shopify operations, SEO, Google Ads, product content, and technical integrations to support e-commerce growth.

2026 - CONTINUE

GRAMEEN SOLUTIONS LIMITED, BD

Sr. Software Engineer

Worked on large-scale national high school examination systems and reporting platforms

2008 - 2009

MAX9 - MBIT SOLUTIONS, UK

Tech Lead

Led web development projects using Laravel, WordPress, and Shopify, managing team delivery and system architecture

2023-2024

EVOKNOW INC. USA

Software Engineer

Developed and maintained web applications using PHP, MySQL, and internal frameworks.

2006 - 2007

SKILLS

CLOUD & INFRASTRUCTURE

Linux (Ubuntu, CentOS),
AWS Basics
Domain, Hosting, DNS
Management

DESIGN & UI/UX

UI/UX Design, User
Experience Optimization
Wireframing, Visual Design
(Photoshop, Canva)

SECURITY

Cybersecurity Compliance,
Penetration Testing

LEADERSHIP & PROJECT MANAGEMENT

Agile Development, Sprint
Planning, Task Management
Cross-functional Team
Collaboration
Tools: Jira, Trello, Basecamp,

SYSTEM DESIGN & INTEGRATION

REST APIs, Third-Party
Integrations,
Payment Gateway
Integration,
Scalable System
Development,
System Architecture &
Scalable Application Design

ADDITIONAL TECHNICAL SKILLS

Mobile App Development
(Swift & Flutter - WebView,
API-based Apps)

KEY ACHIEVEMENTS

- ▶ Built 170+ online ordering systems using Laravel, WordPress, Shopify, and CodeIgniter
- ▶ Led development teams across multiple international projects and client deployments
- ▶ Implemented POS systems across 80+ retail locations in the UK
- ▶ Improved SEO performance and campaign efficiency through data-driven strategies
- ▶ Designed and optimized scalable web applications for high-traffic business use

DATA-INFORMED DECISION-MAKING (CPT REFLECTION)

During my CPT experience at The Furniture Bank, I have been actively involved in website management, digital marketing, and Google Ads, where data plays a critical role in decision-making. I regularly analyze metrics such as SEO scores, website engagement, and campaign performance to improve overall results.

For example, while working on website content and blog posts, I ensure that each page maintains an SEO score above 80 by optimizing content structure, keywords, and readability. However, I do not rely only on the score, but also consider user experience and content clarity to ensure effectiveness.

In digital marketing, I review campaign performance using metrics such as click-through rates and impressions. After analyzing campaign inefficiencies, I restructured multiple search campaigns into a Performance Max campaign to improve efficiency and reach. This decision was based on both data insights and practical understanding of campaign strategy.

This experience taught me that effective decision-making requires both data analysis and human judgment. Data helps identify problems, while experience helps determine the best solution.

KEY CONCEPTS

Systems Thinking
Lean Principles (Waste
Reduction)
Process Optimization
Change Management
Workflow Automation

PROCESS IMPROVEMENT AND SYSTEMS MANAGEMENT

During my CPT experience at The Furniture Bank, I have worked on website systems, digital marketing, and a custom distribution management application. This week, I learned how process improvement and systems management help improve overall performance.

In my work, I discovered that voucher tracking and team communication processes include both delays, and it takes several attempts to complete tasks. The application of Lean thinking allows me to identify waiting times and rework activities as wasteful operations. System integration enhancement and task automation implementation will result in lower operational inefficiencies.

Systems thinking showed me that all these problems exist as interconnected issues. The delay in data updates creates negative effects which reach reporting systems and customer interaction processes. The better approach involves system-wide enhancements instead of addressing single problems

The change management process conducts all operations through its execution. Team members display resistance when organizations establish new systems together with their associated procedures. The team will experience smoother transitions through effective communication combined with training and team engagement. The proposed changes will lead to fewer delays while increasing accuracy and establishing a smoother operation process.

I used this experience to connect theoretical knowledge with practical work while demonstrating that improved systems produce better organizational outcomes.

CORE PRINCIPLES

- Accuracy
- Privacy
- Security
- Consistency
- Access Control
- Responsibility
- Compliance
- Trust

INFORMATION SYSTEMS AND DATA GOVERNANCE

During my CPT experience at The Furniture Bank, I have worked with website content, digital marketing data, reporting, and internal workflow systems. This week helped me better understand that data governance is not only about storing information, but also about making sure data is accurate, secure, consistent, and used in a responsible way. In real work, even small errors in data or unclear access to information can create delays, confusion, and poor decisions.

I learned that data ethics is also very important because organizations must use information carefully and protect it from misuse. In my CPT work, I often deal with website updates, campaign results, and operational information where accuracy and proper handling of data matter. Good information management helps teams trust the data they use and improves communication across different areas of work.

This reflection made me connect classroom learning with practice. I now see that strong information systems need more than technology alone. They also need clear rules, responsible data handling, and a structured process for managing information so that organizations can make better decisions and operate more effectively.

FOCUS AREAS

- Cost Efficiency
- Campaign Performance
- Resource Allocation
- Budget Awareness
- Return on Effort
- Operational Efficiency
- Performance Analysis
- Financial Decision-Making
- Value Measurement
- Strategic Planning

FINANCIAL ANALYSIS

Financial analysis is important in my role at The Furniture Bank because it supports better decision making in both digital marketing and IT operations. As a Digital Marketing and IT Coordinator, I work on website updates, SEO improvement, campaign performance, system support, and other technical tasks that affect the organization's reach and efficiency. Financial analysis helps connect these activities with business value by showing whether time, effort, and resources are being used effectively.

In my work, performance is not only about increasing website traffic or improving campaign results. It is also about understanding whether those efforts are efficient, sustainable, and worth the investment. Financial analysis provides a way to think more carefully about cost, return, and overall impact. It helps explain how business decisions should be based on both performance data and resource management.

This knowledge is relevant to my CPT experience because I regularly support projects that require planning, monitoring, and improvement. Whether I am working on a website task, digital campaign, or technical solution, financial analysis strengthens my ability to view the work from a broader business perspective. It helps me understand how operational activities contribute to organizational goals, efficiency, and long term success.

KEY CONCEPTS

- Strategic Alignment
- Change Management
- Leadership Support
- Clear Communication
- Vision and Direction
- Team Adaptability
- Process Improvement
- Employee Engagement
- Organizational Goals
- Practical Execution

ORGANIZATIONAL STRATEGY AND CHANGE MANAGEMENT

During my CPT experience at The Furniture Bank, I learned that organizational strategy and change management are closely connected. A strategy may define what an organization wants to achieve, but successful results depend on how well leaders guide people, systems, and daily work through change. In my current role, I support website updates, SEO improvement, digital campaigns, content development, and IT-related tasks. These responsibilities showed me that even small improvements require planning, communication, and alignment with organizational goals.

For example, when improving website content, adjusting campaign structure, or supporting technical workflow changes, the goal is not only to complete a task but to make sure the change supports better engagement, efficiency, and long-term impact.

I also learned that leadership is important during change because people need clear direction, consistent communication, and support while adapting to new processes or priorities. This reflection helped me understand that strategy becomes effective only when leaders align vision, communication, and action. My CPT experience has shown me that successful organizational change depends on both good planning and practical execution.

FOCUS AREAS

- Project Planning
- Task Prioritization
- Timeline Management
- Team Communication
- Progress Tracking
- Requirement Understanding
- Testing and Review
- Problem Solving
- Workflow Coordination
- Continuous Improvement
- Feedback Management
- On-Time Delivery

PROJECT MANAGEMENT

I learned that project management is not only about completing tasks but also about planning, communication, prioritization, and follow-up. A project can become confusing when there is no clear timeline, task owner, or progress tracking. Good project management helps a team understand what needs to be done, who is responsible, and how the work supports the organization's goals.

This connects directly to my CPT experience at The Furniture Bank. In my role, I work on website updates, blog posts, SEO improvements, digital marketing campaigns, Shopify updates, graphic design, and technical support. Many of these tasks happen at the same time, so I need to manage priorities carefully. For example, when a campaign, event page, or website feature needs an update, I have to understand the requirement, plan the work, complete the task, test it, and communicate the result to the team. I often use project management tools like Basecamp, Monday, Trello for organizing tasks with deadlines.

I also use project management thinking while working on the custom Laravel-based distribution form application. This project requires planning, testing, feedback, and continuous improvement. My CPT experience has shown me that strong project management helps improve teamwork, reduce confusion, and complete work more efficiently.

KEY CONCEPTS

- Leadership Accountability
- Strategic Thinking
- Clear Communication
- Team Collaboration
- Professional Responsibility
- Decision-Making
- Adaptability
- Problem Solving
- Systems Thinking
- Continuous Improvement

LEADERSHIP

During my CPT experience at The Furniture Bank and throughout this course, I learned that leadership is not only about having a formal title. Leadership is also about communication, responsibility, strategic thinking, and helping work move forward in an organized way. In my role as a Digital Marketing and IT Coordinator, I worked on website updates, SEO improvement, digital campaigns, Shopify support, graphic design, and a custom Laravel-based distribution workflow application. These tasks helped me understand how leadership connects technical work with organizational goals.

This course helped me see leadership from a broader business perspective. I learned that good leaders use data to make better decisions, communicate clearly with team members, and think about how each task supports the organization's mission. My CPT work also showed me the importance of adaptability because priorities can change quickly when campaigns, events, or technical needs come up.

Through this experience, I developed a stronger professional identity. I see myself not only as a software developer or IT support person, but also as someone who can improve systems, support teams, solve problems, and contribute to strategic goals. Overall, this course and CPT experience helped me become more confident, accountable, and prepared for future leadership roles.

PROFESSIONAL PROJECTS

LARAVEL (TASTYIGNITER) PROJECTS

Designed and developed restaurant ordering systems using Laravel (TastyIgniter). Built platforms including menus, checkout, order tracking, and admin dashboards. Integrated payment gateways and delivery modules. 100+ systems delivered.

SHOPIFY DEVELOPMENT

Houston Furniture Bank Store: Store customization and UX optimization.

WebStoreDepot: Theme customization, SEO content, and conversion improvements.

EDUCATION

Master of Science in Information Studies
Trine University, USA

WORK AUTHORIZATION

OPT (EAD received on June 2026)

WORDPRESS DEVELOPMENT

Banner design, blog content creation, SEO optimization, and custom CSS improvements.

DIGITAL MARKETING

Google Ads (Search & Performance Max), campaign optimization, and performance analysis.

PROJECT HIGHLIGHTS

- Scalable system development
- Data-driven decision making
- SEO performance improvement
- End-to-end project delivery

SELECTED WORK

[Houston Furniture Bank](#) (Ref: WordPress)
[Web Store Depot](#) (Ref: Shopify)
[Restaurant/Store E-commerce Websites](#)
(Ref: Laravel - TastyIgniter, 100+ Deployments)

Tools and technologies Used:

Laravel | Shopify | WordPress | MySQL |
Google Ads | REST APIs | Canva