



ZMARAK BANGASH

Melbourne, Australia

PROFILE

Experienced and driven IT Professional with an impressive background of web experience optimization and managing large and small projects to deliver company objectives.

I have a keen eye for customer journey and user experience helping employers and clients provide the most amount of value to their customers.

Being a curious learner, and an avid tech enthusiast, I am constantly growing and developing myself to ensure I provide the maximum value to anyone I interact with.

Currently looking for opportunities that will enable me grow both professionally and personally.

CONTACT

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VISA STATUS / WORK RIGHTS

Australian Citizen [Full Working Rights]

EDUCATION

La Trobe University, Melbourne

2013 - 2015

Master of Information Technology, Computer Networks

Ghulam Ishaq Khan Institute Of Engineering Sciences and Technology

2007 - 2012

Bachelor of Science, Computer Systems Engineering

WORK EXPERIENCE

Real Wealth Australia [General Manager]

Mar 2018 – Present

Real Wealth Australia is a property mentoring and education company based in Melbourne, Australia catering to clients nationally. As General Manager of Real Wealth Australia, my responsibilities include:

- Overseeing daily business operations.
- Developing and implementing growth strategies.
- Training low-level managers and staff.
- Creating and managing budgets.
- Improving revenue.
- Hiring employees.
- Evaluating performance and productivity.
- Analyzing accounting and financial data.
- Researching and identifying growth opportunities.
- Generating reports and giving presentations to the Director.
- Continue IT Manager Responsibilities (View role below for more information).

Most Notable Achievement: Completely revamped the business model of Real Wealth Australia implementing new program delivery structures by leveraging new technologies and social media strategies, increasing Leads to Customer conversion by more than a 100% over previous year.

eLINK Finance [Head of IT Operations]

Sep 2017 – Present

eLINK Finance is Australia's leading mortgage brokerage specialising in securing loans for property investors. My responsibilities with eLINK Finance include:

- Designing and Implementing multi-platform integrations to automate business operations.
- Managing multiple Company Websites making sure they stay updated as well as secure.
 - This includes Design, development and maintenance of the company's web presence across all mediums.

SKILLS

- Web Design and Development
- Social Media Marketing
- Search Engine Marketing
- Search Engine Optimisation
- Google Cloud Platform
- Google Suite For Business
- Microsoft Office 365
- Marketing Automation
- Statistical Analysis and Solutions
- Project Management

“There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self.”

--- Ernest Hemingway

- Analyzing, optimizing and tracking all company web assets.
- Design and Implement Social Media Marketing and Search Engine Marketing strategies and Campaigns.
- Implementing strategies to increase Search Engine Presence and working closely with external contractors to search engine optimize company's online presence.
- Analyze, monitor, maintenance, and upgradations for the company's Microsoft Office365 and Exchange infrastructure ensuring continued availability to all users.
- Integrating multiple Marketing and Financial Services CRMs.
- Developing new products and services to enable business growth.
- Ensuring smooth end user experience for customers and employees.

Most Notable Achievement: eLINK Finance Broker Connect is a hybrid web app used by internal company stakeholders to manage their clients. It leverages the Google Cloud Platform and Ionic Framework. It is a data and document collection tool that fully integrates with the company's aggregator portal and Active Campaign providing seamless integration. It is currently being extended to be used by external mortgage brokers on a subscription basis. I am responsible for its design, development and maintenance and work closely with the team of developers who have been tasked to work on this project.

Info Tech Wizards [Founder]

Jul 2017 – Present

Info Tech Wizards specialize in helping entrepreneurs and business owners create a strategically designed website and use it as a tool to help get better leads which in turn result in making more sales (no matter what you sell). I started Info Tech Wizards primarily as a web design and Marketing Automation agency helping a number of clients enhance their customer experience and marketing strategies. We have currently stopped taking any new clients to focus on a few inhouse tools that are currently being developed to bring to the market.

Most Notable Achievement: ActiveTracker360 is a standalone SAAS solution for all Active Campaign users who want to enhance their Active Campaign experience and get the most out of their CRM experience. It provides advanced Lead Tracking and Reporting for your Active Campaign application. ActiveTracker360 is built on state-of-the-art technologies leveraging the Google Cloud Platform and Angular making it a robust, scalable and affordable. ActiveTracker360 is still in early development stages but we are very proud of what it is shaping up to be.

Real Wealth Australia [IT Manager]

Jul 2015 – Mar 2018

- Managing multiple Company Websites and making sure they stay updated as well as secure.
 - This includes Design, development, and maintenance of the company's web presence across all mediums.
 - Analyzing, optimizing, and tracking all company web assets.
 - Design and Implement Social Media Marketing and Search Engine Marketing strategies and Campaigns.
 - Implementing strategies to increase Search Engine Presence and working closely with external contractors to search engine optimize company's online presence.
- Managing internal IT assets as well as external assets who have been outsourced various company projects.
- Analyzing, optimizing, maintenance and backups of company's Customer Relationship Management tools ensuring continued

marketing deliverable as well as setting up new automated marketing and client services campaigns.

- Deployment, maintenance, and security of company's internal NAS Server and devices.
- Analyze, monitor, maintenance, and upgradations for the company's Microsoft Office365 and Exchange infrastructure ensuring continued availability to all users.
- Responsible for Sys-Prepping, imaging and deployment of windows-based tablets that are provided to company clients using Microsoft Deployment Toolkit (MDT) server-client environment.
- Ensuring timely, automated 2-tier secure backups of all webservers, databases, app servers, NAS server and all workstations for continued availability and disaster recovery.
- Assessing and recommending improvements to network operations and integrated hardware, software, communications, and operating systems. - Providing specialist skills in supporting and troubleshooting network problems and emergencies.
- Researching, analyzing, evaluating, and monitoring network infrastructure to ensure networks are configured to operate at optimal performance.

Most Notable Achievements:

- Brought in the company's outsourced exchange on-premise server to cloud based Office365 exchange solution managed internally by the company cutting costs and improving productivity.
- Completely Redesigned and developed the company's websites to improve bounce rates from 55% bringing it down to 12%.

Real Wealth Australia [IT Engineer]

Sep 2013 – Jun 2015

My responsibilities included providing IT Solutions as per the needs of the company. Responsible for administering InfusionSoft (CRM) including Client Database, setting up eMarketing Campaign deliveries as well as Product Campaign deliveries.

Responsible for Sysprepping, imaging as well as organizing proper deployment of windows based tablets that were provided to company clients. My responsibilities also included managing multiple Company Websites making sure they stay updated as well as secure.

North West General Hospital & Research Center [Backup Administrator and IT Officer]

Jan 2013 – Jul 2013

Non-Australian Experience

Working in the IT department of the Hospital, my tasks included configuring, managing and monitoring the network of the Hospital. I was also responsible for troubleshooting any client issues. Managed and maintained the database as well as managing its backups.

