Ehsan K. Heshmati

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EHSAN K. HESHMATI

eCommerce Consultant, Senior Account Manager

Ehsan has rich knowledge and experience in *eCommerce* business models, technical architecture, sales strategies, system integrations. He combines *consulting skills* and *technical leadership* to create *unique* and *high-end* projects. He has helped companies to achieve their desired goals in eCommerce and online strategies.

QUALIFICATION SUMMARY

✦ Over 10 years extensive experience and knowledge of *managing*, *marketing*, *selling* and *developing* of eCommerce *solutions* and software engineering techniques for *web* & *mobile* based e-commerce projects and startups, based on *Magento Enterprise* and other eCommerce frameworks.

✦ Hands-on technologist able to bridge the gap between business needs and technological realities.

✦ Rich knowledge of mobile applications architecture using CloudComputing and Web Services.

✦ Experience in eCommerce *consulting*, *startup* advisory and project *success* reality check.

✦ Manage *marketing campaigns* and *sales strategy* and process.

✦ Extensive knowledge and experience in eCommerce *system integration*: *Payment* and *Shipping* Integration, *ERP* Applications and *Inventory management systems* and *CRM*.

✦ Experience in *team leadership* and ability to talk to both technical developers & business managers.

✦ Quick to learn new technologies, middleware and business domains.

✦ Exceptional communication, presentation, and problem-solving skills. Effective collaborator with a sharp eye for detail.

PROFESSIONAL EXPERIENCES

CEO & Founder at *IRNUX*

Dubai, UAE / 2008 - 2013

Provided eCommerce and online solution development services to the retail clients and startups.

Key tasks:

✦ Consulting clients to choose the best eCommerce solution suiting their business model; among different eCommerce platforms and service providers or On-demand vs. hosted.

✦ Managing and leading the eCommerce projects in Middle East, Asia Pacific and Europe.

✦ Business development over potential eCommerce ideas based on different platforms: Web & Mobile.

✦ Leading the Online Marketing Solutions (Search Engine Marketing, Social Media, Email Marketing Campaigns and SEO).

✦ Managing the Software/Application Development (Web based on *Magento*, Zend phpframework, Codeigniter. Mobile based: iOS, Android), Supervising software application design, development, Quality Assurance and testing, Implementation, deployment (cloud environment: Amazon EC2 & Rackspace).

✦ Control the Budget of the Projects, Recruit and Supervise Related Personnel, Plan, Control & Manage eCommerce Operations.

Some of the Projects:

✦ Co-founding **Loyaltier**: New Loyalty Smart Solution for Businesses with multi-device functionalities. Supported Smart phones: iPhone, Android. Software Architecture based on Zend framework, business strategy, business development & UI/UX Design. www.loyaltier.com

✦ **IRNUX eCommerce app store**: eCommerce module development, such as:
   • *Payment Gateway*, web and mobile integration.
   • *Inventory Synchronization,* with POS.
   • *Brand Management* Module for Magento, built for multi-brand eShops.

✦ **eCommerce projects**:
   • *BasharaCare*: Biggest B2C eCommerce startup for Skincare & Body products in Middle East, based on Magento Enterprise, Integration with CashU, Paypal & FedEx. www.basharacare.com
   • *AdvancedMedia*: Best eShop for Video and Photography Camera & Accessories in Middle East, based on Magento, Integration with MasterCard Internet Gateway, Paypal & FedEx. www.amt.tv
   • *Juuduu*: Creates custom T-shirts to help raise awareness and contribute funds to worthy causes in the Middle East, based on Magento, Integration with Paypal & FedEx. www.juuduu.com
   • *ItalianFoodMasters*: eCatalog for special Italian frozen food products. www.italianfoodmasters.com

✦ **Creative Websites**: *Esadore*: www.esadore.com **,** *AMStudio*: www.amstudio.ae

✦ **SEO, SEM and Digital Marketing**: IRNUX, Loyaltier, AMT, InAndOutDubai, ItalianFoodMasters.

Technical eCommerce Project Manager of Mumzworld at Bayt

Dubai, UAE / 2011

Joined Bayt to launch their new vertical B2C eShop for mothers and children targeting Middle East market.

✦ Project management and technical leadership.
✦ Brand development and UI / UX supervision.
✦ Magento development, software architecture and development strategies.
✦ Building brand strategy and statistics systems.
✦ Online Ads and advertising strategy planning and deployment.
✦ Servers Infrastructure Management and Administration.

Senior UI Developer and Project Manager at Fanap (Pasargad Bank IT Company)

Tehran, Iran / 2006-2008

Started as an UI/UX designer and developer to launch the Iran's biggest private bank website & portal. Then continued as web development department leader to serve more clients in the holding with rapid web application development based on PHP and Java/J2EE.

✦ Managing the Software/Application Development, Supervising software application design, development, Quality Assurance and testing, Implementation and Support.
✦ Control the Budget of the Projects, Recruit and Supervise Related Personnel, Plan, Control & Manage related Operations.

Researcher at Data and Informatics Organization of Municipality of Tehran

Tehran, Iran / 2004-2005

✦ Software Development Process Standardization Research
✦ Software Quality Assurance
✦ Software Configuration Management

SKILLS SUMMARY

eCommerce	Rich experience in managing eCommerce projects. Extensive experience in Magento (Magento Enterprise Edition). Limited experience with IBM Websphere, OpenCart. Familiar with Hybris, Fred Hopper & ATG
Online Marketing	SEO, SEM, Social Media Marketing, Email Marketing Google Analytics, Google AdWords, Google AdSence, DoubleClick for Publishers
Payment Systems	Visa , MasterCard, PayPal, Google Checkout, 2checkout, CashU
Shipping Integrations	FedEx, DHL, Aramex
Programming	PHP, Java/J2EE, JavaScript, JQuery, Shell Scripting
CMS	Expression Engine, Drupal, EZ Publish
Software Architecture	RUP, UML, OOP, Rational Rose
Project Management, SCM & documentation	SaaS Project Scheduling & Management Applications, Software Configuration Management and Documentation, Microsoft Project Management, JIRA
App & Web Server	Apache, Apache Tomcat (Servlets), IIS, nginx
Operating Systems	UNIX (CentOS, Ubuntu, Redhat, Debian), Mac OS, Windows
Databases	MySQL, Oracle, Microsoft SQL Server
XML Technologies	XSLT, XML Schema & DTDs / REST, JSON, AJAX
Version Control	Subversion, Git
Documentation	iWork Pages, MS Office, LATEX
Cloud Infrastructures	Amazon AWS(EC2, EBS, S3), Rackspace Cloud, iWeb Smart Servers
Mobile Applications	iOS, Android

EDUCATION

Bachelor of Science (BS) in Software Engineering / 2002-2006
Azad University of Tehran, Iran

TRAINING & CERTIFICATION

Magento Certified Developer, eBay Inc. , 2013
Ongoing Magento Certification Program Training

Google Certification Program (GCP), Google Inc. , 2012
Successfully completed two days training on Google Adwords Program

LANGUAGE

English (Excellent communication and writing skills) / **French** (Basic) / **Persian** (Native)

HOBBIES

Photography, [my photo-stream], Writing, Reading books, Traveling, Running, Swimming

REFERENCES

Available upon request.

Last modified September 2013.